

Harold A. Beam
14200 Woodmount
Detroit, Mich.



WEEKLY BULLETIN

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Published Weekly. Subscription Price: \$2.00 per year (Non-members \$5.00)

Entered as second-class matter December 9, 1930, at the Postoffice at Detroit, Michigan, under the Act of March 3, 1879.

Vol. 8

DETROIT, MICH., JULY 3rd, 1934

No. 27

FURTHER SIDELIGHTS INCIDENT TO THE JOINT JUNE MEETING

President Palmer of the Chapter presided and stated that the meeting reminded him of the annual Dinner of the Chapter which is free. He introduces H. Jerome Darling, architect for the building in which we met.

W. G. Malcomson stated that there would be no skyscrapers in Heaven since skyscrapers require engineers. After Lou Hoffman's talk he revised his statement, as did Clair W. Ditchy, president of the Michigan Society of Architects, who characterized Mr. Hoffman as the architects' friend in court.

It was agreed that Mr. Hoffman has a tremendous job that calls for cooperation of the architects and it would be most unfortunate if they neglected the opportunity.

Mr. Frank Eurich, staunch member of the Chapter and the Society is in charge of all reconditioning work in the state of Michigan, with District Offices at Grand Rapids, Saginaw, Battle Creek and Marquette and branch offices at Ann Arbor,

Architects' Luncheon

32nd Floor, Union Guardian Building
Private Dining Room
Southwest Vista

Tuesday, July 3rd, 12:30 p. m.

Lansing, Muskegon, Jackson, Kalamazoo, Benton Harbor, Flint and Port Huron. Mr. Eurich as State Reconditioning Supervisor is certainly the man for the job and we may expect big things of him. Detroit's quota will be about 70% of that of the state. Mr. Albert Kahn is to be the State Advisory Architect.

All the meeting lacked was Roger Allen of the Grand Rapids Chronicle to chronicle it. Roger is secretary of the Grand Rapids Chapter of the

A. I. A. Harry Mead the president was a visitor to Detroit last Tuesday and to the Board of Directors meeting of the Detroit Chapter and the Society. It is hoped that the Grand Rapids architects will join with us in Detroit on a boating party under the direction of Commodore Dave Williams in July. Louis Kamper has left for Czecho Slovakia for several months. Nothing like being a well-to-do architect.

And Frank Weidmaier has just completed a six-foot store for powder blending at 1552 Woodward ave. Take a look at it. It's cute. Frank is a swell dresser, wear a suit the color of rust (on stainless steel).

Birthdays: George D. Mason, "Dean of Michigan Architects" and patriotic citizen, born on July 4th. And he of the crisp haircut, Ernest L. Brandt, engineer, but friend of the architects. Ernie was born on July 2nd and came very close to being a fire cracker. Oh well! some of us have to be duds, while others bust up with a lot of noise.

The Michigan State Board of Examiners announce that Donald Allison Kimball of 425 N. Warren Ave., Saginaw; Malcolm R. Stirton, RFD No. 3, Bad Axe; and Guida S. Bnida, c/o Lewis J. Larvis, Battle Creek have been granted certificates to practice architecture. And as Fred Crowther says, "Really is that an occasion to warrant congratulations."

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439 Penobscot Bldg., RAndolph 5500

Edited By E. J. BRUNNER

Wouldn't you be shocked and surprised if some code should prove perfect in its action from the very start? I would. Each code will have not only to be adapted to locality, but each code has in it some imperfections. It will take considerable time before any code becomes perfect and when that time comes it will be out of date.

Do we become discouraged over that? We should not, because none of us has ever seen any plan which did not have rough spots in it.

There are at least three types of humans in every industry which will give any code or any proposed change even for the better a tough scuffle.

The first type is the one who resents change, and does not want any such thing as a code. The second type is the one who will seize the code with avidity and bend it around to his own end as much as possible. The third type is the one who is over-zealous and who will try to make mountains out of molehills and will seek to annihilate all who do not become 100 per centers.

The type which will help the operation of the code is the one who realizes that the principle of the code is right, that in reality there are many imperfections, and in compliance or enforcement of compliance there is needed a liberal dose of common sense.

And that is exactly what we need this day and hour—just a liberal dose of common sense and a copious squirt of patience. We need this because each of the four types will be compounded into forces of action, acting for or against the working out of codes, the direction for or against being determined by preponderance.

It can not be restated too often that the codes of the construction industry in principle have been built by men in the industry after a thorough and gruelling process of trying to write remedies for the main evils of the industry.

We all acknowledge those evils, and now we have the common sense chance to put into effective action some forces which may rid us of them. We also have the chance to remedy the codes themselves in the line of eliminating principles which are not economically sound.

One thing we must keep in mind continuously is that we are going to operate under NRA for quite some time and the obvious thing to do is to attune our business methods and go after business.

For a long time we shall have to work harder for what we get. Life is not going to be a bed of

roses for quite some time and we may as well face the facts.

The thing to build up is integrity of service. Construction in the last analysis is a service, and with or without codes service should rest and can be made to rest upon reputation.

Codes are going to do nothing more for us than set some of the elementary rules of practice. No matter how effectively they are enforced, they will never as constituted now usurp the individual's prerogative to build up reputation, and of all things that is the thing to build.

If the codes work out so that bid peddling and shopping are stopped, that merely leaves you more latitude in which to develop. If a wage scale is set which all must pay, that does not lower the quality of your service to that of all your competitors. In short, the smart firm will begin building its powers where the codes leave off. The codes will constitute merely part of the foundation.

If we scan the possibilities of the codes pertaining to our industry from this light they look much better. They look as if they may well become substantial aids to us.

BARGAIN HOMES

If present plans to stimulate construction mature, a typical home that would have cost \$9,500 in 1929 will cost less than \$7,000 in 1934, according to the American Builder. Financing charges will be 18 to 25 per cent less. Real estate costs will be lower, by as much as 50 per cent in some cases. And more efficient equipment and better planning will also produce substantial dividends for the home-builder.

During depression construction has stood still—but architects and designers haven't. The five-room home of today has the same efficiency as the six-room home of a few years back, due to better arrangement. New methods have been evolved, new ideas created. That means that the home-builder gets a better break than he ever got before.

There isn't an industry that wouldn't benefit from stimulated domestic construction. Insurance, steel, electric, railroad, lumber, paint, cement—every time a home is built money is released that goes into their coffers and thence to the pockets of workers. It is reliably estimated that a potential \$1,500,000,000 of capital exists that could, under favorable circumstances, be turned into the channels of home construction. If that is done, employment and hard times generally will take a serious set-back.

CLASSIFIED BUILDING TRADES

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WM. J. PHILLIPS—216 Woodward Blvd. Bldg.,
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Lumber & Millwork

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HURD LUMBER CO., 6425 W. Vernor High-
way. Vinewood 1-4120.

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UNIFORM LIEN LAW SHOULD BE PASSED WITHOUT AMENDMENTS

By George P. Kingston

From time to time flaws are picked in the Uniform Mechanics' Lien Act and the assertion is made that it disregards certain features of Michigan's business structure. Undoubtedly this is true but why expect it to fit like a glove the varying legal and business structures of each state?

The act represents eight years of research and study, a labor by the United States Department of Commerce, as exhaustive as only Uncle Sam can conduct. Several tentative drafts have been published and circulated among all those who evinced an interest in the subject, including the American Bar Association. Each suggestion was tabulated and examined. When this work was completed the Act was submitted to the National Conference of Commissioners on Uniform Laws and reviewed and finally approved by them. What better platform can advocates of lien protection for the building industry unite upon?

Former tactics of lien right opponents have been so successful that there is no reason to expect a change. They pose as advocates of the lien right and offer amendments ostensibly to improve it but purposely to obstruct and nullify it. These tactics engendered the Wood-Minor Act of 1929—the 15 day notice law—and also emasculated the MacRae Act of 1931, the legislation that provides for prosecution of a general contractor who has collected money on a job and then for any reason can not meet his bills. (Nothing in the Act of 1931 incriminates the dishonest builder who has money but refuses to pay).

It is imperative that the Uniform Mechanics' Lien Act be enacted without amendments. Any disparity between its general provisions and legal or business institutions peculiar to Michigan can be bridged by a supplementary act.

Statutory lien protection is as indispensable to the engineering and architectural professions as it is to any other branch of the construction fraternity.

We all contribute value for the improvement of property owned by another; and having no custody, possession, dominion or control over that property we can not hold it responsible for our claim.

Governing custom prohibits us from demanding security or advance payment for our services and merchandise. Our services are spent beyond recovery, most material furnished is worked into a structure beyond further use; and, as for that which could be removed, both the common law and penal statutes forbid its prepossession.

William H. Adams, a Detroit engineer, was told by members of the 1929 Legislature that credit reporting facilities and recourse to the courts for collection was sufficient to protect technicians of the building industry from loss and that a statutory lien right was not due them. These two remedies are accessible to each and every calling in whatever industry, but who relies on them exclusively when dealing with the general public?

Artificers who improve your furniture, clothing, automobile or any other personal property of yours demand in addition to these remedies the safeguard of a common law mechanics' lien right.

Credit—at least until completion of our performance—is inevitable in the construction field but in any other, dealers allow credit only on non-consumable merchandise that can be repossessed if not paid for; and then a title-retaining contract for a chattel mortgage gives protection additional to credit investigation and legal remedies.

The legal profession has a common law lien right on a client's documents and funds in an attorney's custody. He does not rely on credit facilities and legal remedies to secure his pay.

The medical profession has and is extending facilities for collecting from the State for services that are not paid for by a patient.

On consumable merchandise the hard and fast rule is "Cash on Delivery." The majority of the lien right's natural enemies when discussing the lien right conclude by advocating this custom for purchases of material while they concede the equity of the lien right for services. The obvious tendency of such a custom to slow up and impede construction processes generally is acknowledged and it is never advocated by those who market services with or without material.

Handicaps of circumstances, obstructions of governing custom and impediments of common law and also of statute law dictate that statutory lien protection is as essential to the engineering and architectural callings as it is to any other embraced by the building industry. We are all in the same boat.

AIR CONDITIONING

Public demand for "Air Conditioning" in the heating and cooling of homes and buildings has proven conclusively that all other methods are strictly out of the picture, especially when question of every-day comfort, health, cleanliness and the economy and efficiency of operation are considered.

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This company with its twenty-one years of experience in checking results of installations and in handling air under all conditions is the architects assurance of practical and intelligent co-operation.

MORE ABOUT WOODWARD AVENUE

From The Planner

Two groups of property owners have met with the City Plan Commission to discuss a plan for the harmonious development of Woodward Avenue after the widening of that street takes place. One group represented the owners of property between Putnam and Warren Avenues and the second group represented property owners in the two blocks between Warren and Forest Avenues. When the proposal for the architectural treatment of Woodward Avenue had been explained, when it was shown that no hard and fast rules were to be laid down, that we were depending upon property owners for co-operation, that "monumental" buildings need not necessarily be constructed, that no expensive buildings or fronts or alterations need take place, practically all of the property owners agreed that the plan outlined was a good one and further agreed to co-operate in helping to carry it out. It has been generally recognized that the appearance and value of Woodward Avenue would be greatly enhanced if property owners will co-operate in the selection of suitable designs for their buildings.

An Architects' Advisory Committee has been created to assist in carrying on this work. This committee is offering its services without compensation and will even go so far as to indicate by sketches the most desirable and economical arrangement. It will not, of course, prepare plans for individual buildings inasmuch as each owner should retain his own architect for that work.

Property owners often lose sight of the fact that although their individual building may be suitably designed standing alone, when placed beside another

ARCHITECTS REPORTS

July 3rd, 1934

Bennett and Straight, 13526 Michigan Ave., Dearborn, OR. 7750.—16 room home, Warwick Road, North Rosedale Park. 95' x 58'. 5 bedrooms, 3 baths, vanity, library, sunroom, living room, dining room, kitchen. Electric refrigeration, gas range. Attached 3 car garage, overhead doors. Preparing plans.

Earl L. Confer—18970 Grand River—RE 2714—Residence, 30x34, 1½ stories. Part Frame and part brick. Conditioned air, electric refrigeration. Preparing plans.

Earl L. Confer—Residence on Ann Arbor Rd. south of Plymouth. Size 38x40, 1 story. Hadite block. 6 rooms, partial basement, electric refrigeration, electric stove, laundry. Preparing plans.

Frank E. Cox—1944 Monterey—TO 7-0715.—Colonial type residence, Rosedale Park. Size 34x34 brick veneer, 3 bedrooms, hot air heat. Owners—Mr. and Mrs. Marta—18063 Pelkey Ave. Owner taking bids.

Frank E. Cox—Beer Garden, 1786 West Forest. Size 30x24. Owner, Mr. Mitchell, 1786 W. Forest, is taking bids. Under construction.

Frank E. Cox—Gas Station—N. E. corner Woodrow Wilson and Clements. Cement block and stucco, one oiling hoist, one wash rack, sales room. Contract let to A. Harriman, 1575 Ford Ave.

Arthur DesRosiers, 1414 Macabees Bldg., CO. 2178.—St. Joachim Church, Reverend A. J. Sheridan, C. S. SP., Pastor. Located at DuBois and Fort Sts. Structural steel, masonry and reinforced concrete. Size 80' x 112'. Bids closing June 27.

Arthur DesRosiers—School at St. Philip Neri Parish, Charlevoix and Lenox. Rev. John C. C. Vismara, D. D. 3-classroom addition of reinforced concrete and masonry construction. Face brick and stone trim exterior. Composition roof, steam heat and linoleum floors. Ready for figures June 20.

Geo. Deihl, 120 Madison, CH. 7660—The Trenton Valley Distillers Corp., bottling plant at Trenton, Mich. Bids opened June 4th. Contracts held up temporarily.

Geo. Deihl—Remodeling Store front, Woodward between John R. and Grand Circus Park. Preliminary stage.

Geo. Deihl—Parochial School addition. 4 rooms to be added to 2nd story. Belmont between Woodward and John R. Preparing plans.

Robert O. Derrick, Inc.—35th Floor Union Guardian Bldg.—CA 3175. Alteration and Addition to residence for Mr. Ernest Kanzler-Touraine Rd., Grosse Pointe. Bids due June 29th.

Harley & Ellington—Stroh Brewing Co. 5 story fire proof structural steel and masonry stock house. 2 basements, glass enamel steel tanks, refrigeration and insulation. Size 120' x 100'. Preliminary stage.

Aloys Frank Herman, 710 Owen Bldg., RA. 8788.—Selected to prepare drawings for St. Joseph's Church, Tiffin, Ohio. All contracts, etc. will be placed with Tiffin, Ohio firms. Seats 900 people.

Talmage C. Hughes, 120 Madison Ave., CH. 7660.—Alteration to residence, 633 Lincoln Rd., Grosse Pointe. New entrance porch, painting and decorating. Contract let to Cook Bros. Starting work July 1st.

Albert Kahn, 3rd Floor New Centera Bldg., MA. 7200.—2 new buildings for Parke-Davis Co. Each 61' x 81'. Two stories. Reinforced concrete with brick and glass exterior. Bids opened. Contracts let: General Contractor—Martin Krausman; Sprinkler Contractor—Rockwood Sprinkler Co.

Albert Kahn—Addition to machine shop for Chevrolet Motor Co. Structural steel and architectural trades bids due July 3rd, 2 P. M.

Norman Krecke, 1490 Holden Ave., MA. 2980.—Milk Plant for the Detroit Creamery. Size 144 x

180, 2 stories, reinforced concrete. Bids opened. Contracts held up temporarily.

Kuni, Wm. H., Inc., 1012 Frances Palms Bldg., CA. 8550.—Taking bids on Alpena County Court House as follows: General, Plumbing, Heating and Ventilating, Electric Wiring, Miscellaneous built-in equipment (wood), miscellaneous built-in equipment (metal), and any combinations of the above. Bids close July 16th.

Kuni, Wm. H., Inc.—Residence, \$10,000 Ypsilanti, 8 rooms, brick, electric refrigeration, electric stove. Plans ready about July 5th.

Lane-Davenport, Inc., 609 Donovan Bldg., CH. 6747.—Galein High School. 2 story brick, stone, steel construction. 120x95. 12 rooms, auditorium and gymnasium. Ell shaped building. Plans ready in about 30 days.

Geo. D. Mason & Co., 409 Griswold, RA. 7850.—Dancing pavilion for the Detroit Yacht Club. 80' x 80'. Ground floor will have carpenter shop, repair shop, sail loft and canoe shelter. Terrazzo floors. Shelled until January, 1935.

Richard Marr, 415 Brainard, TE. 1-6860.—Residence at Holly, Mich. 28' x 55'. 8 rooms, brick, shingle roof, steam heat, electric refrigeration. Preparing plans. Ready about July 10.

Richard Marr—Residence at Naples, Florida. 30' x 70', 10 rooms. Frame construction, no basement. Electric refrigeration, electric stove, no heating. Preparing plans. Ready July 1.

G. A. Mueller, 1346 Broadway, RA. 3763.—Voight Brewing Co. Alteration to reinforced concrete construction. General building. 3 stories. Brew house equipment, steel and wood tanks, refrigeration and ammonia piping. Bids due June 28, noon.

G. A. Mueller—Schmidt's Brewing Co. Bottling Plant at Brewster and St. Albans. Starting plans June 11th.

Charles L. Phelps, 829 Detroit Savings Bank Bldg., CA. 0306.—Alterations to Detroit Savings Bank Branch Office at Woodward and Brady. Size 26' x 115'. 3 stories. Stone, steel, reinforced concrete, floor slabs, brick, hollow tile, steel and marble patrons of the Detroit Savings Bank are invited to bid. Plans ready about July 9th.

Charles L. Phelps—Alterations and additions to school building, 622 Macomb Street. Greek Parochial School. Offices and toilet rooms for girls and boys. Brick, concrete and stone. Terrazzo floors. Metal stall partitions, tile walls. Plans ready about July 12, 1934.

Pollmar-Ropes & Lundy, 2539 Woodward, RA. 2981.—1 story building, 40x80. Steel construction, cement floors, steel sash, asphalt roof, travelling crane. 6538-40 Russell Ave. Superior Welding and Brazing Co. Owner taking bids.

C. Edward Schley, 1123 Lafayette Bldg., CA. 8499.—Mayfair Theatre. Revising front, new entrance, adding two stores. Plans ready about July 10th.

Smith, Hinchman & Grylls, 800 Marquette Bldg., RA. 8825.—Garage at 1000 Lake Shore Drive, Grosse Pointe, Mich. 30' x 102', one and two stories, living quarters. Owner, Louis Mendelssohn. Bids opened, contracts let: General Contractor—O. W. Burke Co.; Plumbing and Heating—Donald Miller Co.; Electrical Work—Gray Electric Co.

Paul Tilds—Preparing sketches for two residences. App. 36x38. 2 stories. Northwest Section.

D. Allen Wright, 133 West Grand Blvd., LA. 4572.—Residence in Bloomfield Hills, U shaped. Size 110' x 50'. Solid masonry, all partitions masonry, all floors reinforced concrete, tile roof, electric refrigeration, electric stove and air conditioned heating system. Preparing plans. †

CONSTRUCTION CODE AUTHORITY

EXPLANATION No. 2 — 4/11/34

For the Code of Fair Competition for the Construction Industry—Chapter I

ARTICLE VII—Section 10.—Competitive Bidding Practices: Right of Rejection of Bids.

NOTICE TO THE BUILDING INDUSTRY

The Weekly Bulletin, at the request of Mr. Ralph MacMullen, Executive Secretary of the Michigan Construction League, is printing the explanations of the Code of Fair Competition for the Construction Industry.

One explanation will be released each week until the entire set has been published. These are coming direct from the CONSTRUCTION CODE AUTHORITY at Washington, D. C.

We suggest that you file these copies of the Bulletin as you receive them in order to have a complete reference for the future.

Acceptance of a Sub-contractor bid not mandatory on Contractor under facts submitted

An explanation involving Article VII, Section 10, of the Code of Fair Competition for the Construction Industry is requested by a company engaged in the sale and installation of materials used in the construction industry. The request is based on the following hypothetical case:

"We received a request from a General Contractor for a bid on the mason work for a specific project. This request does not state he reserves the right to reject any or all bids. Must this contractor, if awarded the work, subcontract with one of the mason contractors from whom he requested bids, or does he still have the privilege of rejecting any or all bids and either do the work himself or request new bids at the expiration of ninety days?"

A bid does not ripen into a contract until it is specifically accepted by the contractor. Upon acceptance by the contractor it becomes binding on the bidder. Prior to acceptance the bid is merely an offer. Nothing contained in Section 10 of Article VII changes the contract status or deprives the contractor of any existing right to reject any or all bids. Nor do the provisions of this section make it mandatory on a contractor to subcontract with one of the mason contractors from whom bids were invited.

The contractor has either the right to do the work himself or await the expiration of ninety days and invite new bids.

Dear Friend Hughes:

Two articles in the Bulletin attracted my attention — the first on building cost by Mr. Chas. S. Keefe and the second, "Government Behind Home Building."

With a general lumber advance of approximately 60%, advances all along the line of other materials; plumbers charging \$1.80 per hour, etc., I am surprised that Mr. Keefe secured so low a bid as \$11,450.00 for a \$9,000.00 job. That is an advance of only 27%, whereas the average advance, as nearly

as I can compute it, is 45%. So his bids should have run around 13,000.00.

A month ago we had five good prospects. All but one have been cancelled. What does it mean? Simply a buyers strike; Owners cannot see a profit at present costs; also the possibility or probability of drop in prices, making a loss on a re-sale, or low rate of return on investment.

So even if the Government will loan money, how many will be willing to borrow and build at present prices, which in many cases exceeds the highest prices of the "boom."

Building will not be "greatly accelerated" at present "Established by Code" prices.

When that old firm of Supply and Demand gets active again, watch out.

Down thro the ages no one has finally put them out of business.

Yours very truly

One of the 9% still
trying to hang on.

PUNCH AND JUDY THEATRE

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4222 WOODWARD AVE

DETROIT, MICH.

building or beside a series of buildings in any particular block there may be considerable lack of harmony. It can already be seen in some of the upper blocks of Woodward Avenue that this situation has occurred. It is not enough that the buildings be designed so that they are individually suitable—they must be so designed that they harmonize with others in the same district.

It has been suggested that there be an annual award for the best building constructed each year on Woodward Avenue, such building to be selected by an architectural jury. Steps have already been taken in an attempt to make possible such recognition of merit.

TWO BILLION FIVE HUNDRED MILLION DOLLARS WORTH OF PURCHASING POWER

In a recent editorial, the American Builder points to the need for stimulating home-building as an aid to general recovery. Sixty per cent of all urban homes in the country need extensive repairs. Fifty per cent still lack such essentials to civilized living as piped hot water, inside flush toilets, and central heating systems. Twenty per cent are badly overcrowded, due to the doubling up of families. And in rural areas the condition of the average home is still worse as far as comforts and conveniences are concerned.

It is reliably estimated that the present housing need totals about 800,000 units. If they could be built and cost but \$3,000 each, a very modest estimate even at present low construction costs, close to \$2,500,000,000 of new purchasing power would be released to find its way through a hundred industries and trades, and into the pockets of a legion of workers, storekeepers, farmers and persons in all callings. On the average, about \$2,000,000,000 of that—eighty per cent—would go to labor.

It is a significant sign that executives in all lines of industry are continually stressing the need for stimulating home-building, as well as other types of construction. Nothing would do more to speed recovery. "Build ourselves into prosperity" is an excellent slogan to remember.

HOW TO PLEASE THE BURGLAR

While everyone else is on vacation, the burglar has his busiest season. L. A. Sawyer, burglary expert of the National Bureau of Casualty and Surety Underwriters, says there are certain signs that always gladden his heart.

He likes to see an accumulation of milk bottles and newspapers at doors, and always is pleased to note that mail boxes are full to running over with letters and circulars.

He approves of windows that have shades pulled down.

He becomes much more confident when he sees the garage door open, and notes that the car is gone.

The burglar, continues Mr. Sawyer, is delighted to find doors fastened with fragile locks that give way to the slightest pressure. He has praise for the householder who depends upon simple catches

for windows which are accessible from the ground, the roof, fire-escape or from broad copings along which he can climb. He does not like such things as thump screw catches which hold the window firm; he cannot get at them with a jimmy.

Inside the house the burglar likes to find that the housewife has placed all of her silver in a compartment of the sideboard. He likes to find the furs in a moth bag with opera cloaks and special dinner gowns.

If there is one thing that adds zest to the search of the visitor it is the practice of some housewives in hiding jewelry and money under carpets, rugs, in carelessly hung clothing, or in mattresses, pillows or the davenport. It is a game to him and he knows all the plays. It does not take long for him to win.

What the burglar does not like, Mr. Sawyer concludes, is to find strong locks on doors, special protection on windows, extra catches on dumb-waiters, and after entering, to discover that all the movable valuables have been stored elsewhere.

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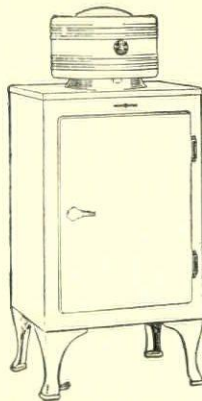
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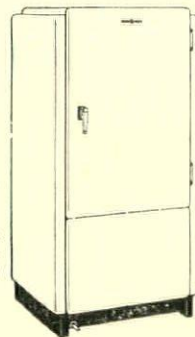
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The General Electric Monitor Top Mechanism requires no attention, not even oiling. Introduced in 1927, its record is without a parallel for dependable performance at low cost year after year. First electric refrigerator to carry a 2-year guarantee, first with a 3-year guarantee, and first with a 4-year service plan, it now carries 5 years protection for only \$1 a year; the standard 1-year warranty plus 4 more years on its famous sealed-in-steel mechanism.



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Published Weekly. Subscription Price: \$2.00 per year (Non-members \$5.00)
Entered as second-class matter December 9, 1930, at the Post office at Detroit, Michigan, under the Act of March 3, 1879.

Vol. 8

DETROIT, MICH., JULY 10th, 1934

No. 28



C. HOWARD CRANE, Architect

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439 Penobscot Bldg., Randolph 5500

Edited By E. J. BRUNNER

The National Housing Act

Modernization and repair work can get an early start under the provisions of the National Housing Act recently passed, but the initiative to make loans must come through banks, mortgage companies and other such institutions. In other words the arm of the government does not reach directly to the borrower as it does in the case of the H. O. L. C.

There are two incentives proffered to such institutions to make loans upper limit \$2,000 for repairs etc. on notes, mortgage not necessary. The incentives are (1) insurance of such loans 20% of value. (2) loans to such institutions face value of such notes offered as security.

The big question is, "How long will it take the machinery to get into operation? How much push will it take to get banks etc. into action? There is much to be done to get this wheelbarrow rolling—it is not self powered.

Mutual Mortgage Insurance

Another title of the act provides a revolving fund to be used in insurance of mortgages. The limit of government obligation is one billion dollars on existing property, and one billion on "property and low cost housing projects" constructed after passage of the act. Among other requirements a mortgage to be eligible must be on property of not more than four family dwelling used at least in part for residential—mortgage must be under \$16,000.01 and not exceed 80% of value of property. Interest rate must not exceed five per cent. Must have maturity not to exceed 20 years and must contain amortization provisions.

A mortgage may be insured prior to the date of its execution (this makes possible commitments for construction loans).

In case of default and call upon insurance fund for recompense the mortgagee must foreclose, take possession, get title and convey title to the National Housing Administrator and assign all claims to him. Thereupon there will be issued to the mortgagee debentures of the Insurance Fund having face value equal to the value of the mortgage upon delivery. Provision is made of course for residues after sale etc.

This mutual mortgage insurance will doubtless do much to stabilize the mortgage field and will consequently be beneficial in its effect so far as it has an effect.

It is not going to be a sudden panacea, nor is it going to start a building boom.

National Mortgage Associations

The act then goes on under another title to provide means of creating a system of national mortgage associations authorized to purchase and to sell first mortgages and other first liens and to borrow money for such purposes through the issuance of notes, debentures, bonds etc. as provided by act. Each such association must be capitalized at \$5,000,000 fully paid in. Must be at least five incorporators (every man with a million please step up).

This coupled with the insurance features should certainly work out into an effective mortgage market. Again it must be pointed out that this is going to take some time to get under way—it is not a self starter.

Savings and Loan Insurance

The act then goes on under another title to insure the accounts of eligible savings and loan institutions. The Federal Savings and Loan Associations are required to join.

In the miscellaneous provisions of the act is a provision to increase the borrowing power of the H. O. L. C. from \$2,000,000,000 to \$3 billion and whereas \$200,000,000 was formerly available for repairs there is \$300 million for that purpose.

To sum up—the act provides a machinery which will be possible to swing into fairly early action on modernization work and which will exert a slower influence upon new construction. It apparently provides a broad, well devised base for the mortgage structure of the nation and it looks as if this influence should be a powerful pull back toward confidence in this field. Of course it is pretty early to predict such things when the act is not even manned beyond the appointment of the Administrator and he was appointed only a day before this is written.

Builders' and Traders' Golf Outing

Architects, Builders and Traders will play Birch Hill July 17. Charges including all the golf you can play in one day, nice prizes and all the dinner you care to eat, \$2.25. You are cordially invited. Bill Seeley, the ultra ultra in weather says, "Fair and warmer."

BIRTHDAYS: Frank Eurich, Jr., July 10; John C. Stahl, Jr., July 14; F. Orla Varney, July 11.

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owners and co-ordination of design, in order to produce harmonious architectural results for wider Woodward," Wenzell said.

Max A. Ramm, vice-president of the commission, said architects would be asked to submit designs for developing the Art Center, Grand Boulevard, Forest and Vernor sections. He said prizes will be awarded for the best design.

July 3rd, 1934

Mr. Edwin J. Brunner, Secretary
Builders' and Traders' Exchange of Detroit
439 Penobscot Building
Detroit, Michigan

Dear Mr. Brunner:

I was very much interested in the article entitled "Bargain Homes" which appeared on your page in the July 3rd issue of the Bulletin of the Michigan Society of Architects.

According to this article, a typical home that would have cost \$9,500 in 1929 will cost less than \$7,000 in 1934. Financing charges will be 18 to 25 per cent less. Assuming that the decrease in the cost of financing will be 20 per cent, a \$9,500 house will cost \$7,600. It is further stated that real estate will be lower by as much as 50 per cent. Assuming that a \$1,200 lot can be purchased for \$600 today and deducting the \$600 from \$7,600 we arrive at \$7,000.

The question which enters my mind is, after the finance company and the real estate man and the architect have made a contribution to lower home costs (admittedly, some of these contributions have not been voluntary) what is the contribution of the material man and the builder? As nearly as I can determine, none whatever is contemplated.

I have, for some time, been convinced that the hope for the architects and the builders lies in home construction but I am just as well convinced that there can be no large scale home production

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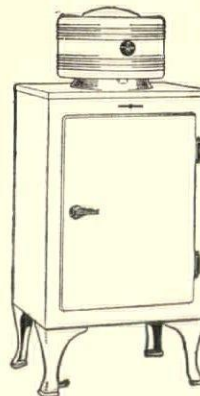
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The New G-E flat-top created a style sensation in refrigerators. Beautiful in its modern simplicity of design it is undoubtedly most attractive of all refrigerators selling at popular prices. It carries the standard 1-year warranty.

CASWELL INC.

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CONSTRUCTION CODE AUTHORITY

EXPLANATION No. 3

For the Code of Fair Competition for the Construction Industry—Chapter I

ARTICLE VII—Section 11—Competitive Bidding Practices: Naming of Sub-Contractors.

NOTICE TO THE BUILDING INDUSTRY

The Weekly Bulletin, at the request of Mr. Ralph MacMullen, Executive Secretary of the Michigan Construction League, is printing the explanations of the Code of Fair Competition for the Construction Industry.

One explanation will be released each week until the entire set has been published. These are coming direct from the CONSTRUCTION CODE AUTHORITY at Washington, D. C.

We suggest that you file these copies of the Bulletin as you receive them in order to have a complete reference for the future.

Under the Code an awarding authority may require the naming of sub-contractors only after the opening of bids.

Advice is requested relative to whether an awarding authority under Article VII, Section 11, of the Code of Fair Competition for the Construction Industry, may require each General Contractor to submit his list of sub-contractors at the time he submits his bid.

Architects' Luncheon

32nd Floor, Union Guardian Building
Private Dining Room
Southwest Vista

Tuesday, July 10th, 12:30 p. m.

Section 11 of Article VII is a safeguard set up for the protection of the owner. This provision confers the discretionary power to require the naming of the sub-contractors the bidder intends to employ. The owner thus has the opportunity to know and judge the sub-contractors the bidder proposes to use.

This right may be exercised only after the opening of the bids.

ARCHITECTS RULE WIDER
WOODWARD*Owners Agree to Co-operate on Remodeling
Plans*

"Voluntary architectural control" in widened sections of Woodward avenue is approaching, property owners and architects agreed at a meeting of the City Plan Commission.

The meeting brought a promise from owners in the section between Warren avenue and the Art Center that they would co-operate in the plan of making the most architectural possibilities in remodeled buildings. Suggestions for block development are to be made by an "architects' advisory committee," which will also discuss proposed remodeling plans.

The jury is headed by Herbert G. Wenzell, chairman. He and Wirt C. Rowland represent the De-

troit Chapter, American Institute of Architects. The other members, H. T. Keyes, and Amedeo Leone, represent the Michigan Society of Architects. "Our effort will be to obtain co-operation of

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Richard Arien in "Come On, Marines"

EXTRA! Baer-Carnera Fight Pictures

FRIDAY—SATURDAY JULY 13 AND 14

Jean Muir—Donald Woods in "As the Earth Turns"

Saturday 11 P. M.—Ray Walker in "The Loud Speaker"

SUNDAY—MONDAY—TUESDAY JULY 15, 16 AND 17

Jean Crawford—Franchot Tone in "Sadie McKee"

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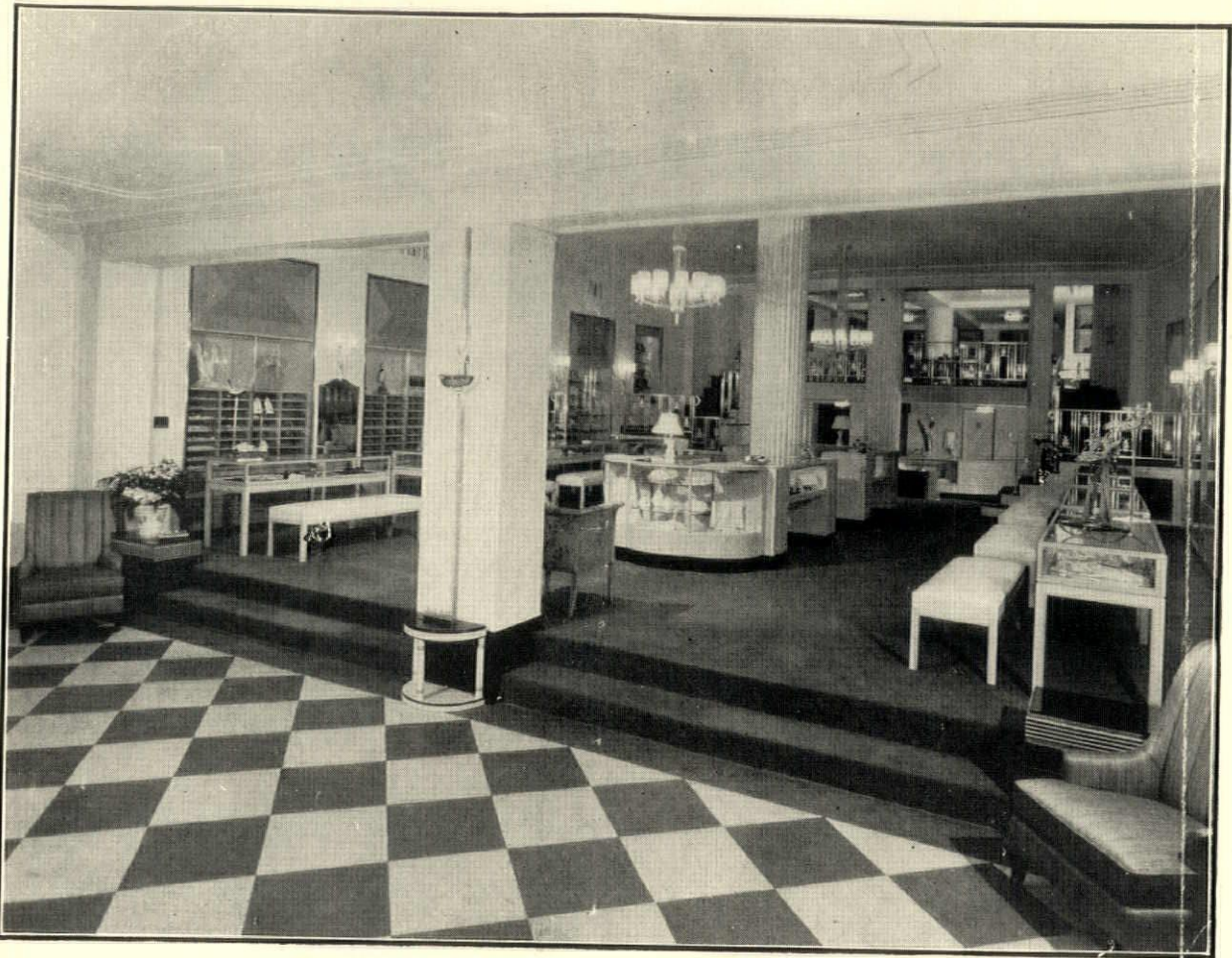
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DETROIT, MICH.



C. HOWARD CRANE, Architect

Interior, Sax-Kay, Detroit

Bryant & Detwiler, General Contractors

THE ARCHITECT BEGINS IT

By Florence Davies in The Detroit News

If the smart new shop fronts which one discovers in downtown Detroit are merely part of a kind of post-depression clean-up, paint-up campaign, then the pictures of these designs of small shops, shown above, have no place on this page.

But if they represent the definite tendency of commerce and industry to turn seriously to the artist and designer, then an art department which failed to take some notice of them would be sadly remiss.

The photographs of a figure in a wall painting seen in a downtown dress shop, and of a group of Detroit's recently remodeled shop fronts must then offer evidence that this department at least chooses the second of the two possibilities and believes firmly that more and more, will commerce and industry turn to the artist and designer for aid and cooperation and that more and more the artist will find a place for himself in the sun of this age in serving industry in some form.

This need not necessarily be in the designing of advertisements, though that's a fertile field. It may be in the designing of a good chair or table, or in the solving of a definite architectural problem such as that of the small shop front set in a large building.

The development of the modern front has become a distinct architectural problem, one which was fully recognized in Paris and New York 10 years ago, but which was blighted for the time being, by that sad day in October, 1929. But the movement

was only sleeping during the numbing days which followed that 1929 fall day. As proof of this look about and see what has happened. With the first swing of the upturn, artists, designers and architects have been called upon by merchants to devise attractive architectural settings for their wares.

This is typical of the place that art will come to have in contemporary life.

Of course the function of the imaginative artist will never be wholly lost or forgotten. But this artist must have something unusual, imaginative or beautiful to say, or else he will not be needed in the scheme of things.

Thus we find that with the very first signs of revival we begin at the beginning with the architects.

Not a theatrical note, as one might expect of C. Howard Crane, designer of theaters, but something decidedly feminine and gay, is found in the Sax-Kay front.

Here the sharp, clean lines are definitely contemporary in spirit, whereas the little balconies give us a certain airy feeling which is in keeping with a shop in which women's merchandise is to be shown.

if building costs are to jump appreciably the moment a program is started.

I am somewhat concerned, for instance, about Woodward Avenue. We have attempted to get the property owners on the street to agree upon a harmonious plan for the development of that street. Many of them have agreed to co-operate with the city and with each other. Some have had new fronts designed and when the bids came in they found that proposed costs were so high as to militate against any new construction. I know of one case where the bid for reconstruction was more than 300 per cent higher than the bid for moving back the entire building.

I haven't any answer to this problem but you should have—what is it?

Sincerely yours,
Walter H. Blucher
City Planner and Secretary

Dear Tal,

Every now and then on glancing thru the Real Estate sections of Detroit newspapers, one runs across the enclosed types of advertising, which not only pours salt on the wounds of the "unemployed architect"; (and today's paper states that 91% of all architects in the U. S. are unemployed) but also places the whole profession in disrepute. The public continually seeing such ads finally believes the architect a useless parasite and unnecessary expense in home-building.

Why can't the Society here suppress or prosecute this harmful influence in Michigan as is being done in other states? This is the very reason why architects cannot earn a livelihood from a profession demanding the greatest training and constant effort as qualifications.

Very truly yours,
Bernard Fink

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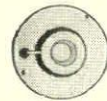
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Lighting details for this room were supervised by the Detroit Edison Home Lighting Advisor. Her services are at your disposal (without charge) on all home lighting problems. Call Randolph 2100.

The DETROIT EDISON CO.

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WEEKLY BULLETIN



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Vol. 8

DETROIT, MICH., JULY 17th, 1934

No. 29

PROBLEMS BEFORE THE ARCHITECTURAL PROFESSION

By HERBERT G. WENZELL

Editor's Note:—Mr. Wenzell as member of the Committee on Professional Practice for the Detroit Chapter of The American Institute of Architects, as well as member of their Publicity Committee, has prepared a series of articles bearing on architectural practice as he views it today. The first of this series has to do with free sketches and is printed here-with.

Most of the problems of our profession are hoary with ancestry. Yet I am continually impressed with the fact that most of the members of the profession have few convictions in regard to them, often they are unaware that they exist in reality.

In many instances, men outside of the profession have been able to analyze some of these problems. In doing so they have not been complementary to the architect. By inference they accuse him of a lack of "intestinal fortitude."

Architects' Luncheon

32nd Floor, Union Guardian Building
Private Dining Room
Southwest Vista

Tuesday, July 17th, 12:30 p. m.

Altho we have the immediate and pressing problems of how we shall continue in business, the future of the profession (if it is still to remain a profession) will depend, it seems to me, upon our attitude and convictions in regard to these questions which, to be solved, involve unselfish co-operation.

After seven years of activity in the Detroit Chapter I confess that I myself have been somewhat vague and uncertain as to my own attitude. I have been led to speculate upon the reasons for the oftentimes disheartening results of many of the activities of the Chapter. Nor am I alone in this. Frankly, most of these activities are based upon the assumption that many of these problems have been solved as to X and Y and it merely remains for some committee to solve for Z. Nine times out of ten Z is lack of cooperation. However, it frequently happens that neither X nor Y has been found. As a consequence, the inevitable happens. This or that activity is conceived with enthusiasm and high hope dies in its infancy. Nine out of ten Chairmen of Committees have nothing to report.

This condition of things has existed for years. The examination of the files of the Institute

journal since 1907 has been enlightening to me, and to a degree discouraging. Going back thirty years in the records of the Detroit Chapter we find endless repetitions of discussions of questions based on these vital problems. It cannot be said that all of this effort and thought has been wasted. It is perhaps well that these major problems be kept alive. It would also be well if every architect could arrive at some convictions and in many cases at least come to realize that these problems are important to his own future. Eventually discussion should lead to action. I am submitting herewith my own convictions and comments on some of these problems. Necessarily they are presented briefly.

Submission of Free Sketches

Submission of sketches which are free—it sounds faintly ludicrous, and does not convey exactly all that is meant. We all know, however, exactly what it implies.

There is no practice more common and more insidiously harmful in moral effect to the profession of architecture. When free sketches are submitted in competition the harm is multiplied. It is a deep seated cancer and seemingly incurable. It is undermining the morale and self respect of the entire profession.

There is no blinding ourselves to the fact that this practice is almost universally accepted as a necessary evil and a necessary evil simply because it is universal.

Not long ago a common council had under consideration an important building. The question arose as to how much the building would cost. Plans would be required. "But," objected one councilman, "surely this would cost money." The council was assured by the proponent of the scheme that it would not. Architect would be glad to prepare free sketches as a basis for cost. Certainly here was an excellent opportunity for a "free for all" competition. Consider in this case the acceptable amount of work required to arrive at an accepted solution

(Continued on Page 5)

BUILDERS' AND TRADERS' EXCHANGE OF DETROIT

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Directors:—Fred Anderson, Albert Beaver, Roy Boomer, Claude Filer, Walter Trowell, Edward Schroeder.

439 Penobscot Bldg., RANDOLPH 5500

Edited By E. J. BRUNNER

Code Price Cutting

Considerable misunderstanding has developed over the President's administrative order issued June 29 which under certain conditions allows a 15 per cent reduction from code price on government work. According to newspapers this applies to contractors' bids, but in reality it applies to suppliers' bids. It applies only to such suppliers as have codes which require filing of prices with their code authority before quoting. Of course these suppliers may be called contractors, but newspapers erred in stating that it applied to all contracting bid prices whereas it does not.

If your code provides for filing of prices before quotation, according to the President's executive order, you will be held to have complied with your code if you quote a price or prices not more than fifteen per cent **below your filed price**. After the bids are opened you must immediately file a copy with your code authority. All this applies only to public works contracts.

Now to make it perfectly plain, this does not apply to any contractor whose code does not require filing of price schedules. None of the purely contracting codes require that. It applies to suppliers and supplying contractors.

Under this order the price bid whether it results or not in a contract apparently becomes his open market price because he must file it with his code authority. The price bid on one contract may be reduced again on the next or, of course, the bidder might immediately modify his filing with his authority upward.

The Administrator for Industrial Recovery upon finding that the tolerance of 15 per cent results in destructive price cutting in any particular industry can by order reduce the tolerance in that industry to not less than five per cent.

The order in full follows:

By virtue of and pursuant to the authority vested in me under Title I of the National Industrial Recovery Act of June 16, 1933 (ch. 90, 48 stat. 195) and in order to effectuate the purposes of said title, it is hereby ordered as follows:

1. Any person submitting a bid to any agency or instrumentality of the United States, or any state, municipal or other public authority, to furnish goods or services at prices which, in accordance with the requirements of one or more approved codes of fair competition, must have been filed, prior to their quotation, with the code authority, or other designated agency, shall be held to have complied adequately with the requirements of such code of fair competition; (a) if said bidder shall

quote a price or prices not more than 15 per cent below his price or prices filed in accordance with the requirements of such code or codes; and (b) if, after the bids are opened, each bidder quoting a price or prices below his filed price or prices shall immediately file a copy of his bid with the code authority or other appropriate agency with which he is required to file prices.

2. If, upon complaint made to the Administrator for Industrial Recovery, he shall find, after due investigation, that the tolerance of 15 per cent provided in this order is resulting in destructive price cutting in a particular trade or industry, he is hereby authorized to issue an administrative order reducing said tolerance of 15 per cent for such trade or industry to the extent he shall find necessary to prevent such destructive price cutting, but in no event to a tolerance of less than 5 per cent.

3. The Administrator for Industrial Recovery is directed to cause a study to be made of the effects of this order upon the maintenance of standards of fair competition in sales to public and private customers and to report to the President thereon within six (6) months of the date of this order.

All prior executive orders, including executive order No. 6646 of March 14, 1934, are hereby modified in so far as, and to such extent, as they may be in conflict or inconsistent with this order.

FRANKLIN D. ROOSEVELT.

The White House,
June 29, 1934.

Henry M. Gottlieb, attorney and general counsel for Retail Grocers' Association is now located in the suite of the Builders' and Traders' Exchange, 439 Penobscot Building.

Golf Outing

Tuesday, July 17—Architects-Builders and Traders play Birch Hill Country Club, Dinner, golf and prizes, all for \$2.00. In last week's bulletin the price was incorrectly reported as higher. Come and bring a guest.

HOLC CONTRACTORS MUST QUALIFY

All Contractors bidding on work of the Home Owners' Loan Corporation, whether through the office in the Barlum Tower or that in the New Federal Building will be required to qualify by filling out "Form R-15," according to L. R. Hoffman Regional Reconditioning Supervisor.

Information concerning these forms can be obtained through Mr. Hoffman at 802 Federal Building.

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Contractors shall bid only upon plans and specifications. (Uninvited alternates constitute irregular bids.)

Failure to file duplicate bids within the proper time constitute a violation of the Code.

Duplicate bids will be opened at the Depository at the first 10:00 A. M. occurring at or after 24 hours have elapsed from the time of filing (Saturdays, Sundays and Holidays excluded).

Bidders may be present at such opening, or may inspect the bids within 20 days thereafter.

PROBLEMS BEFORE THE ARCHITECTURAL PROFESSION

(Continued from Page 1)

of a problem of this character and multiply this several times.

Here is a case typical of many. Mr. X had built several churches, and had an excellent reputation. He had heard that a certain denomination had acquired funds for the erection of a new edifice. He was not acquainted with the board or anyone in the congregation. But as it was apparently to be an important structure he approached the pastor, who assured him that no one as yet had been retained by the building committee. He was assured that he had indeed gotten in on the ground floor, and he was extremely anxious to secure the commission. He, therefore, discussed in several interviews covering a period of time the problem with the pastor and in the course of events made a set of sketches. He was requested to leave these sketches with the pastor over a week-end. On returning he met the pastor in his office. He felt that he had secured his good-will and was certain that he was in a position to influence the committee. However, on leaving the office he passed

through one of the parlors of the old church and found an array of sketches against the wall, prepared by various architects. He returned to the office and in no uncertain terms made it clear to the pastor that he could not enter into a competition, presented the ethical side of the matter, and took the trouble to explain the ruling of The American Institute. The pastor was in entire sympathy after the matter had been fully explained. Mr. X withdrew his sketches and did not appear before the committee. To him it was interesting and perhaps quite a coincidence that many of the better features of his design had been incorporated by the winning competitor. Has this damaged the morale and self respect of the building committee and the pastor? I think it has.

The whole matter is not one of right or wrong. One has a right to work for nothing if he wishes. Nor is there anything in the "code of ethics" to prevent him from doing this. Yet, it is harmful. But when free sketches are submitted in competition one of the most important rules of professional practice of the A. I. A. is being violated. These rules were devised to preserve the dignity and integrity of the profession. That is all, and it is everything. It is an easy matter to single out this or that individual who has achieved success by any sort of methods and whose self-esteem seems not to have been damaged. I am certain that this is not the case. At least I cannot conceive that it could be. To the extent which any one of us cheapens his services, to that extent he harms the profession and brings upon himself a sense of inferiority. There is no immunity.

The argument for this practice is based upon the assumption that architecture as a profession no longer exists. Architecture is a business. Those who take this position maintain that much of modern building can be standardized and as such does

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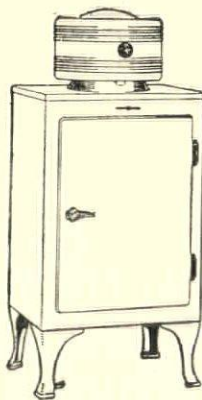


5914-5938 Twelfth Street

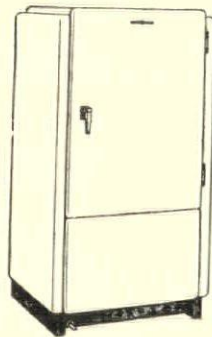
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CONSTRUCTION CODE AUTHORITY

EXPLANATION No. 4

For the Code of Fair Competition for the Construction Industry—Chapter I
ARTICLE VII—Section 7—Competitive Bidding Practices: Invitation to Bid.

NOTICE TO THE BUILDING INDUSTRY

The Weekly Bulletin, at the request of Mr. Ralph MacMullan, Executive Secretary of the Michigan Construction League, is printing the explanations of the Code of Fair Competition for the Construction Industry.

One explanation is released each week until the entire set has been published. These are coming direct from the CONSTRUCTION CODE AUTHORITY at Washington, D. C.

We suggest that you file these copies of the Bulletin as you receive them in order to have a complete reference for the future.

Bids not invited from a General Contractor must be returned unopened.

Advice is requested relative to whether bids must be returned unopened if from uninvited General Contractors.

Section 7 of Article VII provides in part:

"The awarding authority shall designate a specific hour and place for receiving competitive bids. All bids to be submitted by sub-contractors shall be delivered to the contractor at least 24 hours prior to the time set for the receipt of the bid of said contractor by the Awarding Authority. Bids received after such time or from uninvited bidders shall be returned unopened."

This section provides that bids shall not be used if submitted either subsequent to the time set for the receipt thereof or by uninvited bidders. General Contractors must submit their bids not later than the time set by the Awarding Authority. Sub-contractors must deliver their bids to the contractors at least 24 hours prior to the time set by the Awarding Authority for the receipt of the bids.

The language of this section clearly indicates that bids received from uninvited general contractors must be returned unopened.

NOTICE TO GENERAL CONTRACTORS

The Michigan State Administrative Agency of the Divisional Code Authority for General Contractors, Inc., orders that on and after July 20, 1934, sealed and properly identified duplicate bids of all construction work coming under the heading of general contracting shall be filed with the official Bid Depository for that territory in which the awarding authority is located.

Such duplicate bids shall be filed not later than the time set for receipt of the original bid by the awarding authority, when the following conditions obtain:

- (a) When the bid is competitive, and
- (b) Amounts to \$1,000.00 or over, and
- (c) Bids are not to be publicly opened.

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Duplicate bids, properly identified, reaching the Bid Depository by mail or telegraph, and bearing a mark by the Postoffice or Telegraph Company, showing date and hour not later than the time set for receipt of bids by the awarding authority, shall be considered as properly filed.

The Builders' and Traders' Exchange, 439 Penobscot Building, Detroit, is hereby designated official Bid Depository for the counties of Wayne, Oakland, Macomb and Monroe.

Bid Depository fee, 25c per bid.

Michigan State Administrative Agency of the Divisional Code Authority for General Contractors, Inc.

RALPH A. MacMULLAN, Secretary.

As a brief explanation in connection with the above order, a few facts are given below.

Competitive bidding must have two or more invited bidders.

Contractors shall not submit competitive bids unless a definite hour and place for receipt of bids has been set by the awarding authority.

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Zasu Pitts—Ned Sparks in "Private Scandal"

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ARCHITECTS' REPORTS

July 10, 1934

Bennett and Straight, 13526 Michigan Ave., Dearborn, OR. 7750.—16 room home, Warwick Road, North Rosedale Park. 95' x 58'. 5 bedrooms, 3 baths, vanity, library, sunroom, living room, dining room, kitchen. Electric refrigeration, gas range. Attached 3 car garage, overhead doors. Preparing plans.

Geo. Deihl, 120 Madison, CH. 7660.—The Trenton Valley Distillers Corp., bottling plant at Trenton, Mich. Bids opened June 4th. Contracts held up temporarily.

Geo. Deihl.—Remodeling store front, Woodward between John R. and Grand Circus Park. Preliminary stage.

Geo. Deihl.—Parochial School addition. 4 rooms to be added to 2nd story. Belmont between Woodward and John R. Preparing plans.

Harley & Ellington.—Stroh Brewing Co. 5 story fire proof structural steel and masonry stock house. 2 basements, glass enamel steel tanks, refrigeration and insulation. Size 120' x 100'. Preliminary stage.

Aloys Frank Herman, 710 Owen Bldg., RA. 8788.—Selected to prepare drawings for St. Joseph's Church, Tiffin, Ohio. All contracts, etc. will be placed with Tiffin, Ohio firms. Seats 900 people.

Kuni, Wm. H., Inc., 1012 Frances Palms Bldg., CA. 8550.—Taking bids on Alpena County Court House as follows: General, Plumbing, Heating and Ventilating, Electric Wiring, Miscellaneous built-in equipment (wood), miscellaneous built-in equipment (metal), and any combinations of the above. Bids closed July 16th.

Lane-Davenport, Inc., 609 Donovan Bldg., CH. 6747.—Galein High School. 2 story brick, stone, steel construction. 120 x 95. 12 rooms, auditorium and gymnasium. Ell shaped building. Plans ready in about 30 days.

Richard Marr, 415 Brainard, TE. 1-6860.—Residence at Holly, Mich. 28' x 55'. 8 rooms, brick, shingle roof, steam heat, electric refrigeration. Preparing plans.

Richard Marr.—Residence at Naples, Florida. 30' x 70'. 10 rooms. Frame construction, no basement. Electric refrigeration, electric stove, no heating. Preparing plans.

Charles L. Phelps, 829 Detroit Savings Bank Bldg., CA. 0306.—Alterations to Detroit Savings Bank Branch Office at Woodward and Brady. Size 26' x 115'. 3 stories. Stone, steel, reinforced concrete, floor slabs, brick, hollow tile, steel and marble. Patrons of the Detroit Savings Bank are invited to bid.

Charles L. Phelps.—Alterations and additions to school building, 622 Macomb Street. Greek Parochial School. Offices and toilet rooms for girls and boys. Brick, concrete and stone. Terrazzo floors. Metal stall partitions, tile walls. Plans ready about July 25.

Pollmar-Ropes & Lundy, 2539 Woodward, RA. 2981.—1 story building, 40x80. Steel construction, cement floors, steel sash, asphalt roof, traveling crane. 6538-40 Russell Ave. Superior Welding and Brazing Co. Owner taking bids.

C. Edward Schley, 1123 Lafayette Bldg., CA. 8499.—Mayfair Theatre. Revising front, new entrance, adding two stores. Plans ready about July 15.

Paul Tilds.—Preparing sketches for two residences. App. 36x38. 2 stories. Northwest Section.

D. Allen Wright, 133 West Grand Blvd., LA. 4572.—Residence in Bloomfield Hills, U shaped. Size 110' x 50'. Solid masonry, all partitions masonry, all floors reinforced concrete, tile roof, electric refrigeration, electric stove and air conditioned heating system. Preparing plans.

G. A. Mueller, 1346 Broadway, RA. 3763.—American Malt Co. Foundation plans, reinforced brick construction. Capacity is 1,000,000 bu. per year. Can be increased to 1,750,000 bu. per year. Preparing plans.

G. A. Mueller.—Voight Brewing Co. New brew house, 4 stories, steel and brick construction. Plans ready July 25th.

Cyril E. Schley.—New front on East Side Theatre on Gratiot Ave. Modern front, new marquee. Plans ready about July 25th.

Smith-Hinchman & Grylls, 800 Marquette Bldg., RA. 8825.—Alteration for General Electric Co. New elevator installation, loading extension and canopy. Ready for bids July 17th.

BIRTHDAY: Emil Lorch, July 21.

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not constitute an architectural problem. Many agencies in the home building and industrial field led by architects and engineers in their employ argue along these lines.

It would be folly for the reputable architect to compete on this basis. For one thing these agencies are backed by capital investment, their "sales" overhead is their heaviest expenditure. Is the architect prepared to compete on this basis?

The architect has also frequently a very plausible alibi in the field of promotional work. His claim is that much commercial work would never proceed without the initiative of the broker, and the broker is taking a gamble, and, therefore, why not the architect? Does it occur to the architect that the broker can afford to take the gamble? His average in commissions net a profit far in excess of that of the architect. Again the principals in the transaction are ordinarily under no obligation to employ the architect who has assisted in the "set-up."

It is also possible for the architect to do promotional work for a client on his own initiative. There should be no harm in this, providing the circumstances are such that the services in these cases do not proceed beyond a certain point, before some sort of agreement is reached which would assure the architect an adequate fee for his services on promotional sketches.

Naturally, the prospective client, approached on the promotion basis is bound to look upon the architect in much the same way as a salesman, selling equipment and material things. In order to sell ideas it is obviously necessary to put them on paper, and until the prospective client can be sold on these ideas, the architect is submitting free sketches. He is no longer a professional man, nor does the client look upon him as such.

In conclusion, it seems to me that the decisive factor in all the efforts of the Institute to maintain the integrity of architecture as a profession centers about this one question of the "submission of free sketches."

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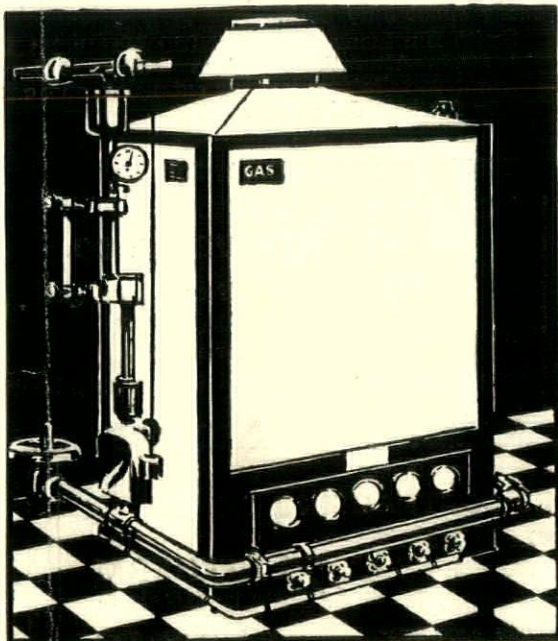
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WEEKLY BULLETIN



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Published Weekly. Subscription Price: \$2.00 per year (Non-members \$5.00)
Entered as second-class matter December 9, 1930, at the Postoffice at Detroit, Michigan, under the Act of March 3, 1879.

Vol. 8

DETROIT, MICH., JULY 24th, 1934

No. 30

PROBLEMS BEFORE THE ARCHITECTURAL PROFESSION

By HERBERT G. WENZELL

Editor's Note:—Mr. Wenzell as member of the Committee on Professional Practice for the Detroit Chapter of The American Institute of Architects, as well as member of their Publicity Committee, has prepared a series of articles bearing on architectural practice as he views it today. The second in this series has to do with Publicity for the Profession and is printed herewith.

Publicity for the Profession

The insistent demand on the part of architects for publicity dates back, I believe, to the period when commissions were getting scarce for the average architect and coincidentally the number of average architects was increasing.

Obviously something was happening which threatened to deprive the architect of what is rightfully his. It was and is a situation which demands a remedy. This remedy has been sought through publicity.

Architects' Luncheon

32nd Floor, Union Guardian Building
Private Dining Room
Southwest Vista

Tuesday, July 24th, 12:30 p. m.

Reaching the Man in the Street

The effort has been made to reach the "man in the street," the prospective client, who generally is totally ignorant of the functions of the architect and, as like as not, is blissfully unaware of even the existence of the profession. This effort I am convinced is wasted because, as a matter of fact, the layman is not interested. He is interested only in what directly concerns himself, and architecture does not, unfortunately, concern him directly for the following reasons:

Perhaps less than 30 per cent of all the structures in this country are designed by architects. Not one person in 2,000 contemplate the erection of any structure. Probably 50 per cent of those who do build do so but once in a lifetime. Comparatively few then will become acquainted with the work of the architect through self-interest. Cultured interest is another matter and has no bearing on the problem.

Competent Registered Architects

But, my confreres insist, 70 or 80 per cent of all structures should be designed by architects instead of 20 or 30 per cent. Therein lies the real problem, but I cannot be convinced that it can be solved by means of publicity. On the other hand, I am certain that this Utopia will be achieved when and if we have strict and enforceable laws requiring the services of competent registered architects. Publicity then, instead of being aimed at the man in the street should be directed at our state capitols.

Fee Must be Adequate

Assuming again that the profession deals with but 30 per cent of those who build. It can be shown that seldom does a client cheerfully pay a fee commensurate with the services performed (thing being the architects' claim). Here indeed the duty of the architect is clear—to perform service demonstrably worthy of a just fee. There is no other way.

Publicity by Successful Structures

I am entirely ignorant of the detailed knowledge and acquired skill of the surgeon, yet I cheerfully pay his fee if the results are as I hoped. The client need not know of the multitude of considerations entering into the solution of his problem. If from his point of view his building is successful it is fairly certain that he cannot object to a just fee. And publicity for the profession is achieved by every successful structure.

The logical conclusion then is very obvious. The best publicity for the profession is in an increasingly greater percentage of successful buildings. Lacking other means this will provide the entering wedge into the 70 per cent bracket of structures designed by others than architects. The conclusion is my conviction that no amount of publicity will help unless the great bulk of the product is superior—so superior as to be worth the price.

(Continued on Page 5)

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Third Golf Outing

The Architects', Builders' and Traders' third golf outing was a glorious day at Birch Hill Country Club, not too hot, not too cold, and needless to say no rain. Herewith follows the gross scores taken from the registration sheet in the order of registration:

Wm. F. Seeley, Western Waterproofing Co.	84
Russ Hays	86
W. C. Ladendorf, Haggerty Brick Co.	103
H. Zens, Zens & Nelson	103
Wm. F. Back, F. M. Sibley Lumber Co.	115
Ernest R. Edge, F. M. Sibley Lumber Co.	87
Jno. W. Miller	95
Webster Scheifele, Leinbach-Humphrey Co.	95
John A. Whittaker, The Whittaker Co.	95
J. D. Stoddard, Detroit Testing Lab.	99
J. F. Moynahan, Moynahan & Duchene	109
A. G. Ofenstein, Ofenstein Electric	106
W. A. Sabo, American Gypsum Co.	104
Munro Aird, Aird Plastering	85
L. Elsey, Boomer Co.	98
R. D. Bradshaw, Petoskey Portland Cement Co.	99
Wm. Brown, Carey Co.	97
E. B. Mitzen, Thos. Currie Co.	100
John Hoppin, John Hoppin	95
Larry Hume, Peerless Portland Cement Co.	92
G. F. Emery, City of Detroit	83
W. E. Nichols, H. H. Robertson Co.	91
A. H. Aldinger Jr., Walbridge-Aldinger Co.	78
A. F. Malow, Barton-Malow Co.	89
J. F. Leonard, Mid-West Wire Products Co.	107
A. J. Wierzbicki	96
W. A. Cory, Otis Elevator Co.	93
T. C. Hughes, Architect	107
A. Otis, Dahlstrom Metallic Door Co.	101
J. F. W. Best, Otis Elevator Co.	113
Walter S. Trowell, Trowell Construction Co.	101
Tom Murray, Huron Portland Cement Co.	129
Russell Bates, Otto Misch Co.	104
Jim Hemstreet, Parker Bros. Co.	101
L. A. Graham, Detroit Lumber Co.	88
Edward Horning, Detroit Lumber Co.	121
J. T. Frater, Walbridge-Aldinger Co.	90
W. Gaskin, Taylor and Gaskin	98
J. Jensen, Culbertson and Kelly	123
S. H. Taylor, Taylor and Gaskin	108
A. W. Kutsche, A. W. Kutsche & Co.	112
W. G. Squier, Krimmel and Cruickshank	88
E. J. Brunner, Builders' and Traders' Exchange	142
J. L. McGarrigle, Builders' and Traders' Exch.	115
Carl A. Johnson, Detroit Underpinning & Shor.	108

F. X. Marzolf, Minneapolis-Honeywell Reg. Co.	108
R. B. Waltz	93
Fred Anderson, Inglis Wire & Iron Works	131
Carl S. Barry, Allied Const. Industries	111
Al. Beever, Beever Plastering Co.	111
Frank Stratton, Frank Stratton Co.	106
Geo. H. Richardson, Boulevard Transfer Co.	95
A. E. Nelson	105
H. B. Sutherland, Hurd Lumber Co.	89
N. Peters, Crandall Peters Hamel Co.	89
A. G. Crandall, Crandall Peters Hamel Co.	—

Julius T. Frater of Walbridge-Aldinger shot a ninety and with the aid of his established handicap of 27 took low net and the big cup.

Following the usual custom the players were divided into flights and three names from each flight drawn for prizes. Winners of these prizes were as follows:

FIRST FLIGHT—First Prize, W. G. Squier; Second Prize, John Hoppin; Third Prize, N. Peters.

SECOND FLIGHT—First Prize; E. B. Mitzen; Second Prize, A. G. Ofenstein; Third Prize, R. D. Bradshaw.

THIRD FLIGHT—First Prize, Edward Horning; Second Prize, A. W. Kutsche; Third Prize, Tom Murray.

An unusual feature of this outing was an eighteen hole putting contest for which five golfers' liability policies were donated as prizes by Crandall, Peters Hamel Co. The low scores in this were W. G. Squier of Krimmel and Cruickshank, 32; and the following 35's: Back, Stoddard, Brunner, Marzoff, Kutsche, Sutherland and Aird. Drawing from a hat Stoddard, Brunner, Kutsche and Aird won.

Bill Seeley, chairman of the golf outing, handled a happy crowd at the big dinner in good fashion. The singing was melodious, and the speeches for the most part unheard, which is as it should be. The next golf outing will be at Tam O'Shanter the 13th of August.

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PROBLEMS BEFORE THE ARCHITECTURAL PROFESSION

(Continued from Page 1)

Harmful Publicity

There is a type of harmful publicity for which the profession is responsible. This has to do with the cheapening of their superior product of ability. And there is another form, for which a growing number are responsible. I refer to the practice indulged in by those who presumably are architects in name only. I refer to those who deliberately delegate the performance of service and responsibility to contractors. This is done by those who are downright incompetent or those who, anticipating the method, cut their fee to a point where adequate service is out of the question.

Delegation to Contractors

The complaint has been that reputable contractors have been entering the architectural and engineering fields. I am inclined to think that they have done so principally because of the necessity for performing some of the functions of the architect.

There is no blinding ourselves to the fact that this delegation of necessary service to the contractor is becoming increasingly common, and that the consequences are such as to reflect seriously upon the entire profession. The practice has many phases but the important point here is that the reputable contractor is a powerful factor in publicity. His contacts as a citizen are far-reaching. He is in a position as no client can be to judge of the failings of the architect, and this particular failing effects him vitally.

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Begin in the Schools

While I feel certain that the publicity directed at the man in the street has been wasted, because more or less immediate results were desired. I wonder whether or not the boys and girls in high school have not been overlooked.

As a cultural informative subject I believe that architecture is equally important to biology as taught in the high schools. As I recall, biology was substituted for botany as an elective study some years ago. Possibly this achievement may be credited to the medical societies. Would it not be possible to make architecture elective on the same basis as biology in our high schools?

Assuming a sympathetic school board and a text book which would qualify it might be that such a result could be brought about. The text book, however, would need to be a masterpiece of collaboration of a liberal-minded head of a school of architecture and practical architect of high ideals—at any rate a masterpiece.

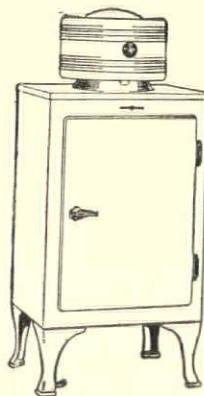
Newspaper Publicity

Relative to newspaper publicity, committees have found that editors are not interested in educating the public. They are quite willing to play up the individual who associates himself with interest having immediate news value. For this reason men like Wright, Hood, Cram, Corbett and Kahn are excellent publicists for themselves and indirectly for the profession.

It might indeed be argued from the newspaper standpoint that Stanford White was the greatest publicist the profession had. Such men because of their colorful personalities and oftentimes great achievements are more or less continually in the public eye.

Because of this they have, I feel, a certain obligation to the profession as a whole, and I am

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CONSTRUCTION CODE AUTHORITY

EXPLANATION No. 5

For the Code of Fair Competition for the Construction Industry—Chapter I

ARTICLE VII — Section 7. Competitive Bidding Practices: Invitation to Bid.

NOTICE TO THE BUILDING INDUSTRY

The Weekly Bulletin, at the request of Mr. Ralph MacMullan, Executive Secretary of the Michigan Construction League, is printing the explanations of the Code of Fair Competition for the Construction Industry.

One explanation is released each week until the entire set has been published. These are coming direct from the CONSTRUCTION CODE AUTHORITY at Washington, D. C.

We suggest that you file these copies of the Bulletin as you receive them in order to have a complete reference for the future.

Bids must be invited.

An explanation involving Article VII of the Construction Industry Code is requested by a company engaged in the sale of materials used in the Construction Industry. The request is based on the following statement:

"It has been customary in the past to obtain from the Architect or from other sources a list of all of the General Contractors bidding on a project and to furnish all of these bidders with a bid, as in our case, for terra cotta, whether the contractors have actually solicited a bid or not. Many contractors with whom we deal do not bother to send cards of inquiry but rely upon us to ascertain that they are bidding and supply them with a figure."

Section 7 of Article VII specifically provides that "Bids received from uninvited bidders shall be returned unopened." The facts as stated herein do not constitute an invitation to bid.

NOTICE TO GENERAL CONTRACTORS

Further information concerning bid depository has been released as follows:

When a bid is not properly filed, because of a postmark or telegraph mark after the date and hour set for receipt of bids by the awarding authority, it shall be immediately forwarded by the Bid Depository to this Agency.

The Bid Depository shall seal the container for duplicate bids at the exact time set for receipt of bids by the awarding authority. Such sealing of the container shall be witnessed by signature across the seal.

At the first 10:00 A. M. occurring at or after 24 hours from the time the container was sealed, Saturdays, Sundays and Holidays excluded, the Bid Depository shall open the container, and open the duplicate bids therein and shall also open bids received by mail or telegraph properly filed for the project.

Bidders who have filed duplicate bids for that project may witness the opening of such container and duplicate bids, and may inspect them within twenty days from the time they were filed, or during any extension of time for the award as provided

in Article VII, Section 10 of the Code of Fair Competition for the Construction Industry.

Twenty days from the time bids were filed, or when an extension of time for the award has elapsed, the Bid Depository shall seal such duplicate bids in an envelope, such sealing to be witnessed, and hold them for delivery to this Agency.

The rule for opening of duplicate bids may be varied to suit local conditions, upon approval of this Agency.

When the awarding authority and the project are in different territories in Michigan, general contractors shall file their duplicate bids with the Bid Depository in the territory in which the awarding authority is located.

When the project is in Michigan, but the bids are to be received outside of Michigan, general contractors shall file their duplicate bids with the Bid Depository designated for the territory in which the project is located.

MICHIGAN STATE ADMINISTRATIVE AGENCY
of the

DIVISIONAL CODE AUTHORITY FOR
GENERAL CONTRACTORS, Inc.

By Ralph A. MacMullan, Secretary.

PUNCH AND JUDY THEATRE

KERCHEVAL AT FISHER ROAD

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WEDNESDAY AND THURSDAY JULY 25 AND 26
Bebe Daniels—Lyle Talbot in "Registered Nurse"

FRIDAY AND SATURDAY JULY 27 AND 28
Joe E. Brown in "A Very Honorable Guy"
Sat. 11 p. m. Charles Laughton in "Private Life of Henry VIII"

SUNDAY, MONDAY, TUESDAY JULY 29, 30 AND 31
Doug. Fairbanks, Jr.—Eliz. Bergner in "Catherine the Great"

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ARCHITECTS' REPORTS

Agree, Charles N., 1140 Book Tower, CA. 9263.—Remodeling Crystal Theatre, Michigan and 31st. New front, sign, interior. Work under way.

Same.—Enlarging private dining room and bar for Commodore Club, 72 Peterboro. Work under way.

Bennett and Straight, 13526 Michigan Ave., Dearborn, OR. 7750.—16 room home, Warwick Road, North Rosedale Park. Previously reported. Shelved temporarily.

Same.—Preparing plans for modernizing theatre. New front, interior, wiring system, owner and location withheld. \$15,000.

Geo. Deihl, 120 Madison, CH. 7660.—The Trenton Valley Distillers Corp., bottling plant. Plans will be revised. Ready about August 1.

Same.—Remodeling store front, Woodward between John R. and Grand Circus Park. Previously reported. Held up temporarily.

Same.—Parochial School addition. 4 rooms to be added to 2nd story. Belmont between Woodward and John R. Previously reported. Maturity indefinite.

Harley & Ellington, 1507 Stroh Bldg., RA. 9030.—Stroh Brewing Co. 5 story fire proof structural steel and masonry stock house. 2 basements, glass enamel steel tanks, refrigeration and insulation. Size 120'x100'. Ready for bids soon. By invitation only.

Aloys Frank Herman, 710 Owen Bldg., RA. 8788.—St. Joseph's Church, Tiffin, Ohio. Seats 900. All contracts placed with Tiffin, Ohio firms. Plans ready about August 7.

Krecki, Norman, 1490 Holden Ave., MA. 2980.—Power house for Ebling Creamery Co., Tilman and Linden Streets. General bids closed July 19th, mechanical, July 23.

Kuni, Wm. H. Inc., 1012 Frances Palms Bldg., CA. 8550.—Alpena County Court House. Bids were opened in Alpena on July 16th.

Lane-Davenport, Inc., 609 Donovan Bldg., CH. 6747.—Galein High School. 2 story brick, stone, steel construction. 120 x 95. 12 rooms, auditorium and gymnasium. Ell shaped building. Plans ready in about 30 days.

Richard Marr, 415 Brainard, TE. 1-6860.—Residence at Holly, Mich. 28' x 55'. 8 rooms, brick, shingle roof, steam heat, electric refrigeration. Preparing plans.

Same.—Residence at Naples, Florida. 30' x 70'. 10 rooms. Frame construction, no basement. Electric refrigeration, electric stove, no heating. Taking figures.

Same.—Residence at Naples, Florida. 50 x 65, 1½ stories. Plans in progress.

George D. Mason & Co., 409 Griswold Street.—Kalamazoo Post Office. Cabinet sketches completed but word has been received from Washington that a new site is being considered. Albert C. McDonald of GDM & Co. is in Washington for further information.

G. A. Mueller, 1346 Broadway, RA. 3763.—American Malt Co. Foundation plans, reinforced brick construction. Capacity is 1,000,000 bu. per year. Can be increased to 1,750,000 bu. per year. Preparing plans.

Same.—Voight Brewing Co. New brew house, 4 stories, steel and brick construction. Plans ready July 25th.

Charles L. Phelps, 829 Detroit Savings Bank Bldg., CA. 0306.—Alterations to Detroit Savings Bank Branch Office at Woodward and Brady. Sibe 26' x 115'. 3 stories. Stone, steel, reinforced concrete,

floor slabs, brick, hollow tile, steel and marble. Patrons of the Detroit Savings Bank are invited to bid.

Same.—Alterations and additions to school building, 622 Macomb Street. Greek Parochial School. Offices and toilet rooms for girls and boys. Brick, concrete and stone. Terrazzo floors. Metal stall partitions, tile walls. Plans ready about July 23.

Pollmar-Ropes & Lundy, 2539 Woodward, RA. 2981.—1 story building, 40x80. Steel construction, cement floors, steel sash, asphalt roof, traveling crane. 6538-40 Russell Ave. Superior Welding and Brazing Co. Owner taking bids.

Same.—Superior Tool Co., 6630 Rohns Ave., 30 x 111, one story, ordinary construction, steel sash, cement floor, no plumbing, addition to heating system. Owner taking bids.

Louis Rossetti, 606 Marquette Bldg., CA. 3353.—Residence 42 x 32, two story and basement, 7 room. Electric refrigeration, electric stoves, air conditioning heating plant. Owner taking bids by invitation only.

C. Edward Schley, 1123 Lafayette Bldg., CA. 8499.—Mayfair Theatre. Revising front, new entrance, adding two stores. Plans ready.

Same.—New front on East Side Theatre on Gratiot Ave. Modern front, new marquee. Plans ready.

Smith, Hinchman & Grylls, 800 Marquette Bldg., RA. 8825.—Alteration for General Electric Co. New elevator installation, loading extension and canopy. General contract let to Albert A. Albrecht Co.

Paul Tilds.—Preparing sketches for two residences. Appn. 36x38. 2 stories. Northwest Section.

D. Allen Wright, 133 West Grand Blvd., LA. 4572.—Residence in Bloofield Hills, U shaped. Size 110' x 50'. Solid masonry, all partitions masonry, all floors reinforced concrete, tile roof, electric refrigeration, electric stove and air conditioned heating system. Preparing plans.

Woodworth & Lovee, 218 Michigan Theatre Bldg., Ann Arbor.—Residence. 2 Brick veneer and frame, 2 story and basement, 85 x 25. Location and owner withheld. Ready for bids about July 20.

EIGHT HUNDRED THOUSAND NEW HOMES A YEAR

According to the Research Department of the NRA, an annual building volume of 800,000 residential units is required to supply the need for new dwellings. This takes no account of replacement of existing sub-standard homes, and until these are replaced the needed volume could easily be at the rate of 2,000,000 structures a year.

A building revival could fall far below these high limits, and still be the most powerful of factors in fighting depression. No dollar we spend does more work, in stimulating domestic trade and providing employment, than does the building dollar. Surveys show that 37.3 per cent of all the money spent goes to labor at the site—to excavators, graders, carpenters, masons, plumbers, plasterers, etc. The balance of 62.7 per cent goes to buy needed materials and supplies—and the great bulk of that is paid to workers in the plants and factories manufacturing them. In general, about eighty cents out of each dollar goes to labor, directly or indirectly.

The heavy industries—those supplying such manufacturers as steel, lumber, cement—were hit hardest by hard times. They are facing the gravest difficulties in recovering from them. Spurring construction would do much to solve a legion of our most troublesome problems.

certain that the clients' support of men of this type is essential to the solution of many of our problems.

"Men in White"

Recently I witnessed a screen drama entitled "Men in White." This picture to my mind is the finest and most far-reaching single piece of publicity the medical profession has ever had or can ever hope for.

I do not know whether or not the American Medical Association had anything to do with it but it has everything. It glorifies the profession and is intensely human. I can easily visualize a similar drama with even greater interest having to do with the architectural profession.

I believe Louis LaBaume, Murchison and Sukert could write such a scenario. Box office receipts should top "She Done Him Wrong." It would be rewritten in novel form by Wila Cather. It would be a classic for all time and publicity committees would "exeunt omnes" due to inactivity.

BIRTHDAYS: Robert O. Derrick, July 28; Earl W. Pellerin, July 28; Albert C. McDonald, July 30.

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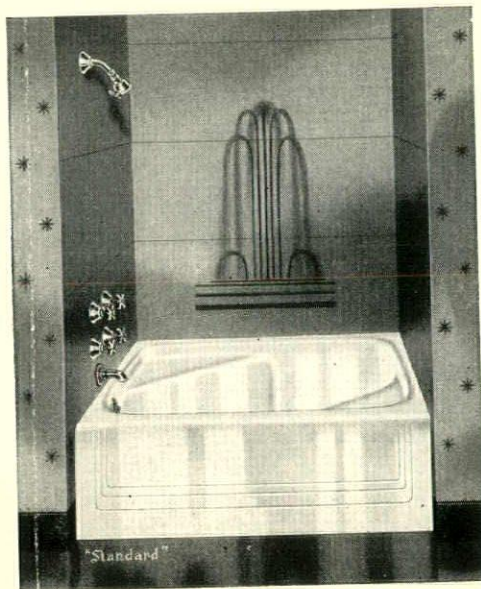
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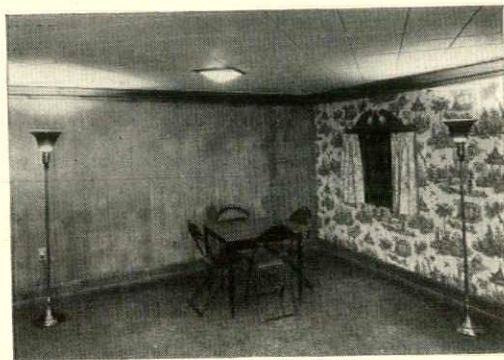
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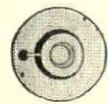
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Published Weekly. Subscription Price: \$2.00 per year (Non-members \$5.00)

Entered as second-class matter December 9, 1930, at the Postoffice at Detroit, Michigan, under the Act of March 3, 1879.

Vol. 8

DETROIT, MICH., JULY 31, 1934

No. 31

PROBLEMS BEFORE THE ARCHITECTURAL PROFESSION

By HERBERT G. WENZELL

Editor's Note:—Mr. Wenzell as member of the Committee on Professional Practice for the Detroit Chapter of The American Institute of Architects, as well as member of their Publicity Committee, has prepared a series of articles bearing on architectural practice as he views it today. The third in this series has to do with Fees—or on What Basis Should a Client Pay for Services? and its printed herewith.

Fees—Or On What Basis Should a Client Pay for Services?

Well—why bring that up?

It is here suggested that the question is both important and timely. The Federal Government is employing architects and as client is setting the percentage fee for service and the individual may take it or leave it. It is proposed that the fee of

3%; other bids ranged up to 5%. Five of the competitors were members of the A. I. A. Under the H. O. L. C. the government has fixed a fee, as I understand, of 1% for supervision, with no allowance for expenses.

It is not the purpose here to discuss government procedure in this matter. At this time it would, perhaps, be out of order. However, it is a recent evidence of the possibility of precedents, and the variability of percentages.

Mr. Grylls, I am certain, has convictions on the subject of architects' fees. I am under the impression that he has been on committees dealing with this question for so long that either he or the subject has by this time become exhausted. I have not consulted this authority. And I ask to be pardoned for expressing ideas without qualifying thru research.

First, I can say without hesitation or reservation that the percentage system is, in my opinion, all wrong. Percentages provide a too definite basis for manipulation to meet competition or immediate need, and there you have the inherent evil. Second, the amount of work done on a job can (except on government work) readily be adjusted to the per-

(Continued on Page 5)

Architects' Luncheon

32nd Floor, Union Guardian Building
Private Dining Room
Southwest Vista

Tuesday, July 31st, 12:30 p. m.

4.8% ordinarily paid for complete architectural and engineering services exclusive of superintendence on Federal projects be reduced to 4%. In 1931 the U. S. government, wishing to have a building built for the Weather Bureau, set aside a sum which was to include the architect's fee. The Daily Pacific Builder, May 1, gave the names of sixteen architects who submitted bids on the percentage of cost. Without supervision there were two low bids of

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 Edited By E. J. BRUNNER
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Where Are We At?

There is bound to be some friction of various sorts while the codes are getting under way. There are bound to be some toes stepped upon and some feelings hurt. In fact, such is the case in business relations even without codes.

But now every eye is upon the codes, and it cannot be repeated too often that the "fair practice" parts of all the codes relating to the construction industry were devised by men in the industry after careful and gruelling consideration.

The government did not even suggest that we have bid depositories and other methods and regulations to curb bid peddling and shopping. We brought those evils into the conferences ourselves—that is, chosen representatives of organizations did.

So we can think of these as industry made regulations sanctioned by the government and with the pledge of the government to stand behind the enforcement.

The rules and regulations are enforceable upon every unit of any part of the industry having a code. That is where the governmental part of it comes in. We took the rules and dumped them into the hoppers set up in Washington and the product which was ground out is binding on every firm whether or not that firm is the member of any organization. No firm has to belong to any organization to receive the benefits of the codes and no one can escape their consequences by resigning from any or all associations. This much is A. B. C.

Now where are we at? We are at the beginning of the codes and whether we like them or not, we are going to live under them for quite some time.

The best way to live under these codes will be to play a straight forward game and see to it that all your competitors do the same. This is easier to say than to do. For we must frankly admit that in business the appearance of justice rather than justice is the bearer of the biggest temporary fruits. The philosopher Plato said that in his time, and it is just as true today as it was then—and the boys are still out after fruits—always will be.

It does not take a philosopher to predict that if any code authority or any arm of any code authority does not lean over backward to be just there is going to be plenty of hell resulting from their actions. The more one sees of the workings of these code authorities the more one feels that they are trying their best to do a fair and square job. Of course if they are hounded to death they may weaken. There is nothing so effective in keeping

any governing body on the right track as reposing confidence in it. Mistrust me, and I am liable to take the game having the name. Place confidence in me and I am apt to live up to it—that is the way with any authoritative body.

By way of illustration, the most unfortunate thing about our party system of government is the fact that the "outs" never place any confidence in the "ins." Secretly they may have full confidence, but they never admit it to any extent.

Regardless of the crisis we have been going through for some long years now, the "outs," be they one party or the other, have consistently tried to put trees across the paths which the "ins" have tried to make out of the woods. If they would turn in and help and confine criticism to constructive criticism we would all be better off.

Now take this illustration home to our own problems and the significance is obvious. Why in heck can't the ones who do not like the codes try to be constructive rather than destructive.

Suppose we suddenly say, "Every code is cancelled." Will we be better off or worse off? Every man in the industry has waited for fifty years that "vicious practices hamstring him."

"Why, I could operate differently if it wasn't for those so and so's" has always been a favorite expression. And then some one would organize them and they in the organization would say, "well, it is just too bad—the blankety blank so and so's who will not join are ruining us."

Or perhaps you have heard this one, "I'd like to pay a living wage, but brother, how can I do it when every illegitimately fathered as and if is paying less."

Well, to sum up—the codes try to eliminate the cause for all such terribly unparlor like remarks by trying to make the whole army of whatever you can imagine I am saying as I hit these keys conform. We shall never get them to conform unless all those of high standing set the pace.

We can try out the codes by mutual effort, or we can render them a second prohibition act. In either case they will stay put for some time. It will be much better to cooperate than to buck.

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PROBLEMS BEFORE THE ARCHITECTURAL PROFESSION

(Continued from Page 1)

centage charge by some architects, by delegation directly or indirectly of necessary service to contractors. Third, there is the lurking suspicion on the part of many clients that the architect will tend to increase cost in order to fatten his commission. For this reason these clients will set a maximum of cost and demand the unreasonable. Fourth, the same percentage which will net a profit to one architect will put the other in "the red." Sometimes the vagaries of a distant relation of a family will swallow up 1% of a residence commission.

In the percentage fee system the percentage is related to stages of the work, under the A. I. A. contract. The proportion due on preliminaries is one-fifth of the fee. Strange things sometimes come to pass under this method. In the good old days, Mr. X. had an A. I. A. contract for a building for a fraternal order in a distant city. The preliminary drawings were completed in two days, and approved with the officers' signatures. In the course of time the architect received a check for \$4,800.00. The proposal to erect the building was abandoned and the total cost of the architect's services had been \$600, at the time he was notified. Being conscientious he returned the greater part of this fee. On the other hand Mr. X. had agreed to prepare plans for a residence to cost \$35,000. Before the contract was signed his costs were over \$500. Preliminary work continued until his costs exceeded \$900. He had agreed to do the work for 8½%.—This small commission was also abandoned and Mr. X. regretted that it had ever been started, he was "out" about \$400. And the client seldom has a "heart."

The system which is slowly gaining ground is the cost plus a fee, comparable in some respects to the general contractor's cost plus overhead, plus fee. The basis for this is usually draftsman's time plus overhead which averages 50-50 in normal periods, and depending upon the organization of the office. To this overhead is added a professional fee which is fixed by the character of the service, the time element and the amount of the expenditure. This system as it works in practice gives a result of an average of 6% of the cost, where such costs are in excess of \$100,000. Supplementing this method and a part of the contract is a provision for monthly payments of cost and fee.

Now, this method is professional and in most instances equitable. However, there exist two factors which may prejudice the client against it. One is the uncertainty as to the eventual cost which again is involved in—the other, the time element in producing the instruments of service.

There remains, it seems to me, a third method which may have at least the merit of satisfying the client. That method is to give him the entire cost for service with a percentage for contingencies. This method would presuppose above all that preliminary drawings and outline species would receive the written approval of the owner and would be paid for on the basis of cost plus a fixed professional fee. A lump sum could then be quoted as a maximum for the complete drawings and superintendence and a provision made for the items involving changes and additions which might increase the cost of producing such drawings and specifications. The matter of estimating the cost of producing drawings and specifications may appear to be a gamble. Yet in normal practice it should not be difficult or hazardous.

This latter method is suggested because, seemingly, it overcomes all of the objections which an owner might have to either of the two other methods. It would allow the client to make a fairly accurate comparison on the percentage basis, and yet would relieve his mind in the matter of the major cost as being controlled by the architect to his advantage when the straight percentage method is used.

I am almost convinced that eventually it will become the duty of the architect to deliver the entire package to the owner, especially in the small house and smaller commercial fields. I mean that within certain limits he will be called on to guarantee cost, not only of services but of the structure as well. If the architect doesn't there are others who will. They will also receive proportionately a larger fee than the architect ever hoped for.

WANTED: MILLIONS OF HOMES

The gravity of the housing problem in America can be simply illustrated by a comparison of the number of families provided with new residential units in recent years.

In 1922, some 370,000 families secured new homes. In 1925, when the all-time high was reached, close to 500,000 home structures were built. The ten-year average from 1921-30 was 361,000 units each year. In 1933 new home construction dropped to less than 30,000.

Making the problem still more severe is the fact that during depression depreciation and obsolescence of existing homes were more than normally great. Thousands of houses literally went to pieces, due to lack of upkeep.

The result is that a heavy percentage of our people live in sub-standard dwellings. Doubling up, with several families occupying one home, is commonplace. It was recently estimated that 4,000,000 families lived in this manner. And population shifts have gone on, depression or no depression, creating tremendous home shortages in various localities.

Better times are the herald of stimulated construction. A jump in building is coming as certainly as the tides, and it is going to advance building costs—both for materials and for skilled labor. The wise property owner, with money to spend, is beginning to realize that this is really the time to build and repair, while bargain prices still exist.

AN AMUSING LETTER

Here is a letter one Oklahoma man who moved to Texas wrote back to an old friend: "Well, since I sold the little farm in Arkansas, I have prospered. You know we always lived in the one-room shack, but I came to east Texas and bought a farm and pretty soon I leased it to an oil company and was sure lucky. They hit a big oil field on the place and now I have a big house in Alto. It has six rooms. There is one room that we do nothing but eat in. There is one that we just sit in; two rooms that we don't do anything but sleep in; one room that we don't do anything but cook in; and there is one that is white and has a place that you can wash all over, and over in the corner is a place that you can wash your hands and face in, and over in the other corner there is a place you can wash your feet in. When we moved there were two lids on this, but we have taken them off. We are using one of them for a dough board, and we have framed grandpa's picture with the other one."

—Anonymous

AN OPEN LETTER... TO PRESIDENT ROOSEVELT

Dear Mr. President:

You and I used to belong to the same navy, but you may not remember me because we were in different departments. In my department, I found it necessary to devote a great deal of personal attention to deck swabs and bright work, which sort of limited my opportunities for meeting the boys in the other wards. However, I have followed your career with great interest. I am an enthusiastic rooter for the New Deal, my only complaint being that it doesn't go far enough.

That's the real reason for this letter, Mr. President. Why can't we quit fiddling around with the gold content of the dollar and crop control and re-employment and all those other minor details and get to work on some really important stuff?

Now you take pie. Why can't we have a New Deal in pie, Mr. President? This thing of filling up the innards of a pie with gelatin has to stop.

Now, I would be the last person to say anything against gelatin, even if it is made from horses' hoofs and things like that. The way I look at it, if anybody wants to eat gelatin, let 'em eat it. It's a free country. But when I order pie, I want pie and not a gelatin pudding with two strawberries in it and a crust around it. Maybe it would help if we would plow under two hoofs off every horse.

Another thing that should be stopped, Mr. President, is cornet solos. A cornet is a swell instrument in a band, but there are some things that just can't go it alone and a cornet is one of them. You wouldn't throw away a beefsteak and eat the chili sauce, so why throw away the band and listen to a cornet?

Cornet solos already have just about ruined the camp-meeting industry and if something isn't done about it, there is going to be a flood of emigration to Kamchatka and other outlying points where there are no cornets. I think there should be a 60-day mandatory sentence for anyone who plays a cornet solo, with time and a half if he plays "Carnival at Venice."

Mr. President, there should be a law against wearing a straw hat and a topcoat at the same time. A straw hat is designed for warm weather and a topcoat is for cool weather, and anyone who wears both of them at the same time is showing a lack of confidence in our climate; and if he doesn't like it here, why doesn't he go back where he came from?

We have a race here every year, Mr. President, that is called the Kentucky Derby, and I get an acute pain in the neck every time some mush-mouth gets up on the radio and calls it the Kentucky Darby. In England, a Derby is called a Darby; but this is the United States, and here a Darby is called a Derby. No one should be allowed to call it the Darby unless he is willing to refer to the Clark of the course and take the consequences. A Darby is an importation and there should be a heavy duty on every one that is brought into the United States. Besides that, all those pseudo-British announcers should be made to stay after broadcast and say Derby at least 1000 times.

Isn't it about time, Mr. President, that the New Deal was giving us Virginia ham that comes from Virginia, and not from Joe Pankratz's slaughterhouse in What Cheer, Ia., and similar locations that would require a lot of carrying before they got back to Ole Virginny?

I also think something should be done about these so-called comical cracks that some of our less lucid citizens paint on tire-covers of their cars. If a guy is a moron, I suppose there isn't anything that

can be done about it; but why should he advertise it?

Just one more thing. Why should a gal be permitted to go around with fingernails that look as if she had just been making up a balance sheet under the Old Deal? In my younger days, I occasionally had a bit of color in my nails, and my father used to take it up with me in the woodshed. Why this double standard of fingernail morality?

Mr. President, if you will take care of these little matters, you will make the White House safe for the Democrats from now on and we will never ask for a New Dealer.

Hopefully yours,
H. C. Garrison
—From The Main Sheet.

PLANNING!

The Upper Peninsula of the State of Michigan has heretofore been known as an area from which we obtained copper, iron, and lumber. Owing to a misuse of some of our natural resources we find that the greater part of the copper, iron, and timber has been removed. Other influences have resulted in the shut-down of copper and iron mines. Because we have been accustomed to thinking of the Upper Peninsula as the source of these three resources, we have failed to consider other uses to which the area might be placed.

The Upper Peninsula shows a very marked relief problem. In some of the counties as high as eighty per cent of the total population have been taken care of through relief funds.

All of the iron and copper in the Upper Peninsula has not been exhausted. There are vast supplies of iron ore which will take care of the requirements of this country for many years if a method is found of utilizing some of the second grade ores economically. Through a judicious use of the existing timber supplies it is possible to continue lumbering in Michigan for a great many years.

Professor Andrew T. Sweet of the Michigan College of Mining and Mineralogy is one of the people who has seen the need for mining research which will permit the use of the mineral resources in the Upper Peninsula on an economic basis. In addition, he has seen the need of a diversification of industry and has suggested that existing maple orchards be used for the manufacture of maple sugar. He has shown how a closed lumber town can be reopened and how the people can be put on a self-sustaining basis through the development of a new industry which is not in competition with similar industries in other parts of the state. He has shown how areas in the Upper Peninsula can be made productive, with very little cost, from an agricultural standpoint.

Planning involves the suitable use of our natural resources. Professor Sweet is doing planning for the Upper Peninsula.

—The Planner

ARCHITECTS' REPORTS

Agree, Charles N., 1140 Book Tower, CA. 9263.—Remodeling Crystal Theatre, Michigan and 31st. New front, sign, interior. Work under way.

Same.—Enlarging private dining room and bar for Commodore Club, 72 Peterboro. Work under way.

Bennett and Straight, 13526 Michigan Ave., Dearborn, OR. 7750.—16 room home, Warwick Road, North Rosedale Park. Previously reported. Shelved temporarily.

Same.—Preparing plans for modernizing theatre. New front, interior, wiring system, owner and location withheld. \$15,000.

Geo. Deihl, 120 Madison, CH. 7660.—The Trenton Valley Distillers Corp., bottling plant. Plans will be revised. Ready about August 1.

Same.—Remodeling store front, Woodward between John R. and Grand Circus Park. Previously reported. Held up temporarily.

Same.—Catholic Central High School addition. General contract awarded to Victor Gottsman.

Harley & Ellington, 1507 Stroh Bldg., RA. 9030.—Stroh Brewing Co. 5 story fire proof structural steel and masonry stock house. 2 basements, glass enamel steel tanks, refrigeration and insulation. Size 120'x100'. Ready for bids soon. By invitation only.

Aloys Frank Herman, 710 Owen Bldg., RA. 8788.—St. Joseph's Church, Tiffin, Ohio. Seats 900. All contracts placed with Tiffin, Ohio firms. Plans ready about August 7.

Krecki, Norman, 1490 Holden Ave., MA. 2980.—Power house for Ebling Creamery Co., Tilman and Linden Streets. General bids closed July 19th, mechanical, July 23.

Kuni, Wm. H. Inc., 1012 Frances Palms Bldg., CA. 8550.—Alpena County Court House. Bids were opened in Alpena on July 16th.

Lane-Davenport, Inc., 609 Donovan Bldg., CH. 6747.—Galein High School. 2 story brick, stone, steel construction. 120 x 95. 12 rooms, auditorium and gymnasium. Ell shaped building. Plans ready in about 30 days.

Richard Marr, 415 Brainard, TE. 1-6860.—Residence at Holly, Mich. 28' x 55'. 8 rooms, brick, shingle roof, steam heat, electric refrigeration. Preparing plans.

Same.—Residence at Naples, Florida. 30' x 70'. 10 rooms. Frame construction, no basement. Electric refrigeration, electric stove, no heating. Taking figures.

Same.—Residence at Naples, Florida. 50 x 65, 1½ stories. Plans in progress.

George D. Mason & Co., 409 Griswold Street.—Kalamazoo Post Office. Cabinet sketches completed but word has been received from Washington that a new site is being considered. Albert C. McDonald of GDM & Co. is in Washington for further information.

G. A. Mueller, 1346 Broadway, RA. 3763.—American Malt Co. Foundation plans, reinforced brick construction. Capacity is 1,000,000 bu. per year. Can be increased to 1,750,000 bu. per year. Preparing plans.

Same.—Voight Brewing Co. New brew house, 4 stories, steel and brick construction. Plans ready July 25th.

Charles L. Phelps, 829 Detroit Savings Bank Bldg., CA. 0306.—Alterations to Detroit Savings Bank Branch Office at Woodward and Brady. Sibe 26' x 115'. 3 stories. Stone, steel, reinforced concrete, floor slabs, brick, hollow tile, steel and marble. Patrons of the Detroit Savings Bank are invited to bid.

Same.—Alterations and additions to school building, 622 Macomb Street. Greek Parochial School. Offices and toilet rooms for girls and boys. Brick, concrete and stone. Terrazzo floors. Metal stall partitions, tile walls. Plans ready about July 23.

Pollmar-Ropes & Lundy, 2539 Woodward, RA. 2981.—1 story building, 40x80. Steel construction, cement floors, steel sash, asphalt roof, traveling crane. 6538-40 Russell Ave. Superior Welding and Brazing Co. Owner taking bids.

Same.—Superior Tool Co., 6630 Rohns Ave., 30 x 111, one story, ordinary construction, steel sash, cement floor, no plumbing, addition to heating system. Owner taking bids.

Louis Rossetti, 606 Marquette Bldg., CA. 3353.—Residence 42 x 32, two story and basement, 7 room. Electric refrigeration, electric stoves, air conditioning heating plant. Owner taking bids by invitation only.

C. Edward Schley, 1123 Lafayette Bldg., CA. 8499.—Mayfair Theatre. Revising front, new entrance, adding two stores. Plans ready.

Same.—New front on East Side Theatre on Gratiot Ave. Modern front, new marquee. Plans ready.

Smith, Hinchman & Grylls, 800 Marquette Bldg., RA. 8825.—Alteration for General Electric Co. New elevator installation, loading extension and canopy. General contract let to Albert A. Albrecht Co.

Paul Tilds.—Preparing sketches for two residences. Apr. 36x38. 2 stories. Northwest Section.

D. Allen Wright, 133 West Grand Blvd., LA. 4572.—Residence in Bloofield Hills, U shaped. Size 110' x 50'. Solid masonry, all partitions masonry, all floors reinforced concrete, tile roof, electric refrigeration, electric stove and air conditioned heating system. Preparing plans.

Woodworth & Lovee, 218 Michigan Theatre Bldg., Ann Arbor.—Residence. 2 Brick veneer and frame, 2 story and basement, 85 x 25. Location and owner withheld. Ready for bids about July 20.

PUNCH AND JUDY THEATRE

KERCHEVAL AT FISHER ROAD

NIAGARA 3898

WEDNESDAY AND THURSDAY

AUGUST 1 AND 2

Richard Barthelmess in "A Modern Hero"

FRIDAY AND SATURDAY

AUGUST 3 AND 4

Shirley Temple—Adolphe Menjou in "Little Miss Marker"

Sat. 11 p. m. Warren Williams in "Bedside"

SUN., MON., TUES. AND WED.

AUGUST 5, 6, 7, AND 8

George Arliss in "The House of Rothschild"

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CONSTRUCTION CODE AUTHORITY

EXPLANATION No. 6

For the Code of Fair Competition for the Construction Industry—Chapter I
ARTICLE VII—Section 7. Competitive Bidding Practices: Invitation to Bid.

NOTICE TO THE BUILDING INDUSTRY

The Weekly Bulletin, at the request of Mr. Ralph MacMullan, Executive Secretary of the Michigan Construction League, is printing the explanations of the Code of Fair Competition for the Construction Industry.

One explanation is released each week until the entire set has been published. These are coming direct from the CONSTRUCTION CODE AUTHORITY at Washington, D. C.

We suggest that you file these copies of the Bulletin as you receive them in order to have a complete reference for the future.

General Invitations to Bidders Allowed

Advice is requested relative to whether under Section 7, Article VII of the Construction Industry Code, a General Contractor has a right to send a letter to his list of sub-contractors saying that in the future when you note that we are preparing a general bid, please accept this as an invitation for

you to send us your estimate. In other words, is a general contractor allowed to extend a general invitation to sub-contractors or must he invite them in each specific case.

Nothing contained in Section 7, Article VII, prevents a General Contractor from extending a general invitation for bids.

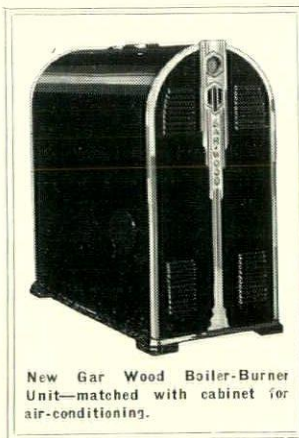
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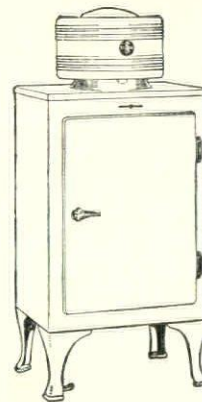
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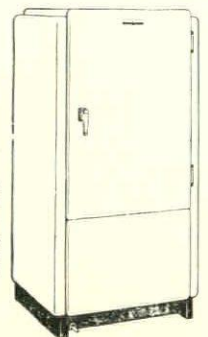
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